

# Manchester Community Health Trainers Programme

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**Organisation:** Manchester Mental Health and Social Care Trust, UK National Health Service

**Country:** United Kingdom

**Level of government:** Local government

**Sector:** Health, Social protection

**Type:** Human Resources, Public Service

**Launched in:** 2006

**Overall development time:** 3 month(s)

**Link to the innovation's website**

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# Description

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The Manchester Community Health Trainers Programme uses co-production between the National Health Service and local partners to train and employ individuals as local health trainers in disadvantaged and at-risk communities.

These individuals have little to no work experience, but local knowledge and insight into their neighbourhoods, along with a passion for helping others to improve their health.

The health trainers are employed to provide personal support to their 'clients' to help make a difference in the health of the members of their communities in areas including diet, exercise, and lifestyle, as well as overcoming barriers that prevent access to public health services such as stigma, intimidation, transportation, language, service hours, and difficult appointment systems.

The program was introduced in 2006 in Manchester, which was ranked as the second most deprived district in the UK, with 15 of its 33 wards ranked in the top 100 most deprived in the country.

The programme resulted in a net cost of GBP 4 784 per QALY (Quality Adjusted Life Year), indicating a good value for money for behaviour change.

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## Why the innovation was developed

- 15 of 33 wards in Manchester were ranked in the top 100 most deprived for public health services in the country.
  - Manchester was ranked as the second most deprived district for public health services in the country.
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## Objectives

Develop staff capacity, Improve access, Improve effectiveness, Improve efficiency, Improve service quality, Improve social equity, Improve user satisfaction, Increase citizen engagement

- Improve public and patient access to information and services.
  - Target vulnerable and marginalised individuals.
  - Address the major lifestyle determinants of health.
  - Support clients to achieve and maintain positive lifestyle changes.
  - Attract new people into jobs with the National Health Service with little or no previous experience.
  - Build collaborative links between the local government, the National Health Service, and the voluntary and community sectors.
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## Main beneficiaries

Civil Society, Government bodies, Government staff, High-risk populations, Low-income groups

- Disadvantaged groups who are not in contact with or who face barriers to public health services.
- Communities at risk of ill-health due to lack of access to preventative health services due to language, transportation, stigma, hours of operation, and appointment systems.
- People that have little or no employment experience but with a passion and insight into the health needs of their communities.

# Results

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## Efficiency

- A value for money assessment was undertaken on results for the financial year 2011/12. 509 clients were fully assessed, progressing through the Health Trainers intervention during this time and setting and achieving various lifestyle goals.
  - This is not the total of all clients seen, as Health Trainers see many more clients who for various reasons are not willing or able to set lifestyle goals. Using the above data values in the assessment tool indicates that there is a net cost of £4784 per QALY (Quality Adjusted Life Year).
  - Anything under GBP 10 000 is considered good value for money for behaviour change, highlighting the success of the programme. If a treatment costs more than GBP 20 000-30 000 per QALY, then it would not be considered cost effective.
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## Effectiveness

- The programme was effective at recruiting and employing new staff members of the NHS from at-risk communities to better reach and serve the targeted clients of the programme, as well as to help train future staff members.
- The health trainers were able to help eliminate barriers to public health services faced by members of their community by reaching out directly to members of their community in various languages.
- The health trainers were able to provide more holistic and personal care and support to their clients than was available through regular public health services, bettering the chances for members of these at-risk communities to take an active role in improving their own health and that of their families.

# Development

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## Design

The idea for the innovation was generated through a partnership arrangement between Manchester PCT, the Local Authority (Joint Health Unit), and the Manchester Public Health Development Service following a pilot chosen for Manchester first introduced in the UK government's "Choosing Health" White Paper.

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## Testing

- The innovation was not tested.
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## Implementation

### Tools used:

- Partnerships.
- Co-production principles.
- Training.
- A recruitment drive.
- Advertising on buses, radio, and community events.

### Resources used:

- Three month training programme for employees.
  - Community Health Trainer staff.
  - Budget for trainers' salary.
  - Evaluation of records.
  - Classroom for training programme.
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## Partnerships

### City of Manchester

Other Public Sector

The partnership working through integrated services is another key feature of the Health Trainers Programme. It has meant that Health Trainers are able to contribute to different initiatives across the City. These have included 'Don't be a Cancer Chancer', Arts and Cultural facilities attendance, Employment Through Sport, and the NHS Health Check.

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# Lessons Learned

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## Lessons Learned

- The health promotion programme started with a focus on healthy eating and exercise but the active listening of the Health Trainers soon revealed that a 'whole person' or even 'whole family' perspective is required to facilitate behaviour change.
  - Some Health Trainers and supervisors recognised that the need to develop social contacts was a genuine goal for behavioural change.
  - The idea to 'go where your clients are' has been key to the success of the Health Trainers Programme in Manchester. Placing Health Trainers within different settings has meant that they have been able to reach out to clients who would not otherwise access support or professional advice.
  - Partnership working through integrated services is another key feature of the Health Trainers Programme. It has meant that Health Trainers are able to contribute to different initiatives across the City.
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## Conditions for success

- Overall, one of the key success factors of the Health Trainers Programme has been its long life span, as behaviour change takes time to produce results.
- Flexibility and adaptability has also been important to the Programme, allowing it to work with new partners and groups and to deal with new challenges such as dementia.

