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Aims

- To share ideas on how the NHS can reduce health inequalities by utilising interaction between service users and frontline staff
- How MECC projects can help enable behaviour change and improve wider outcomes across the population.

Context

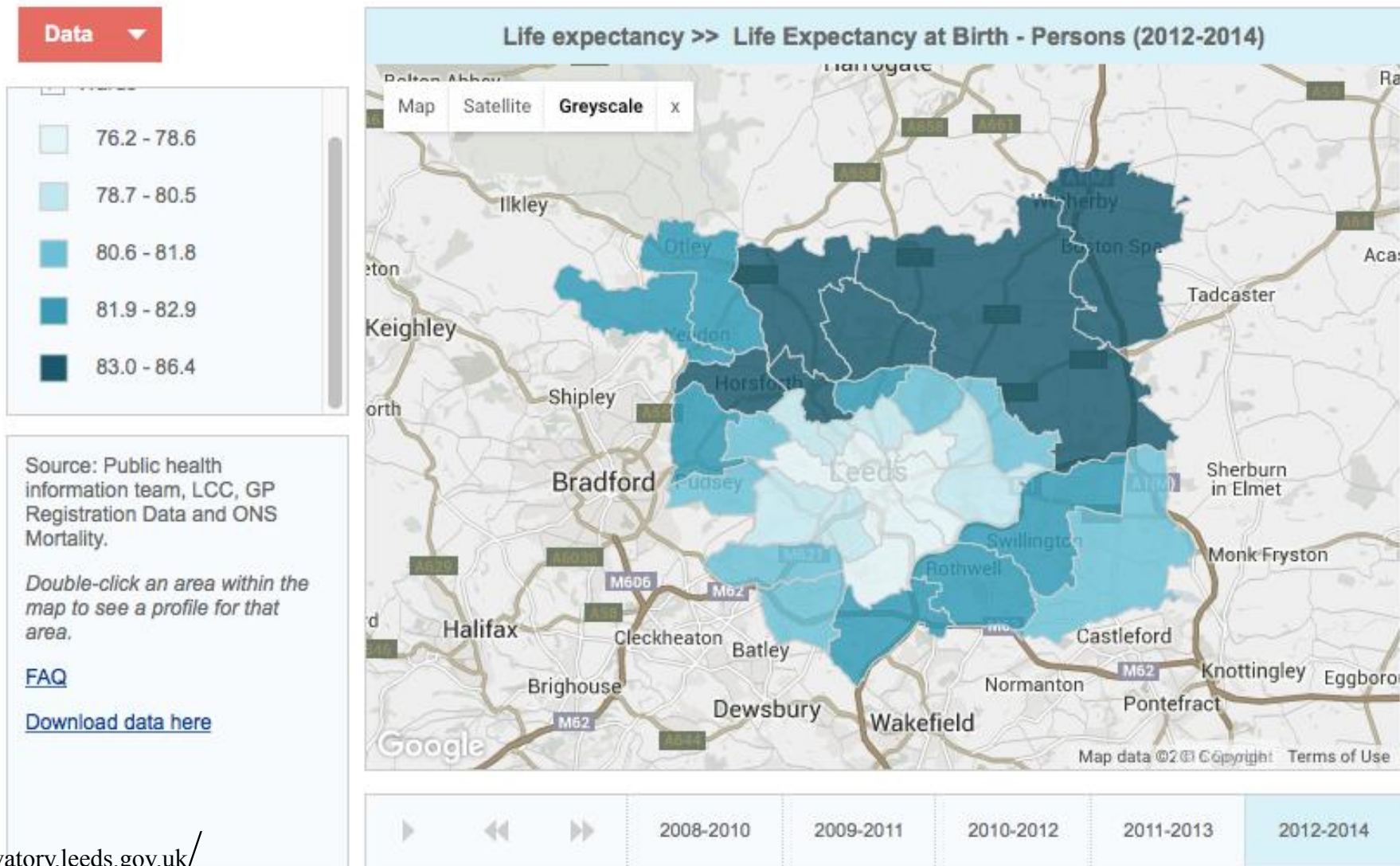
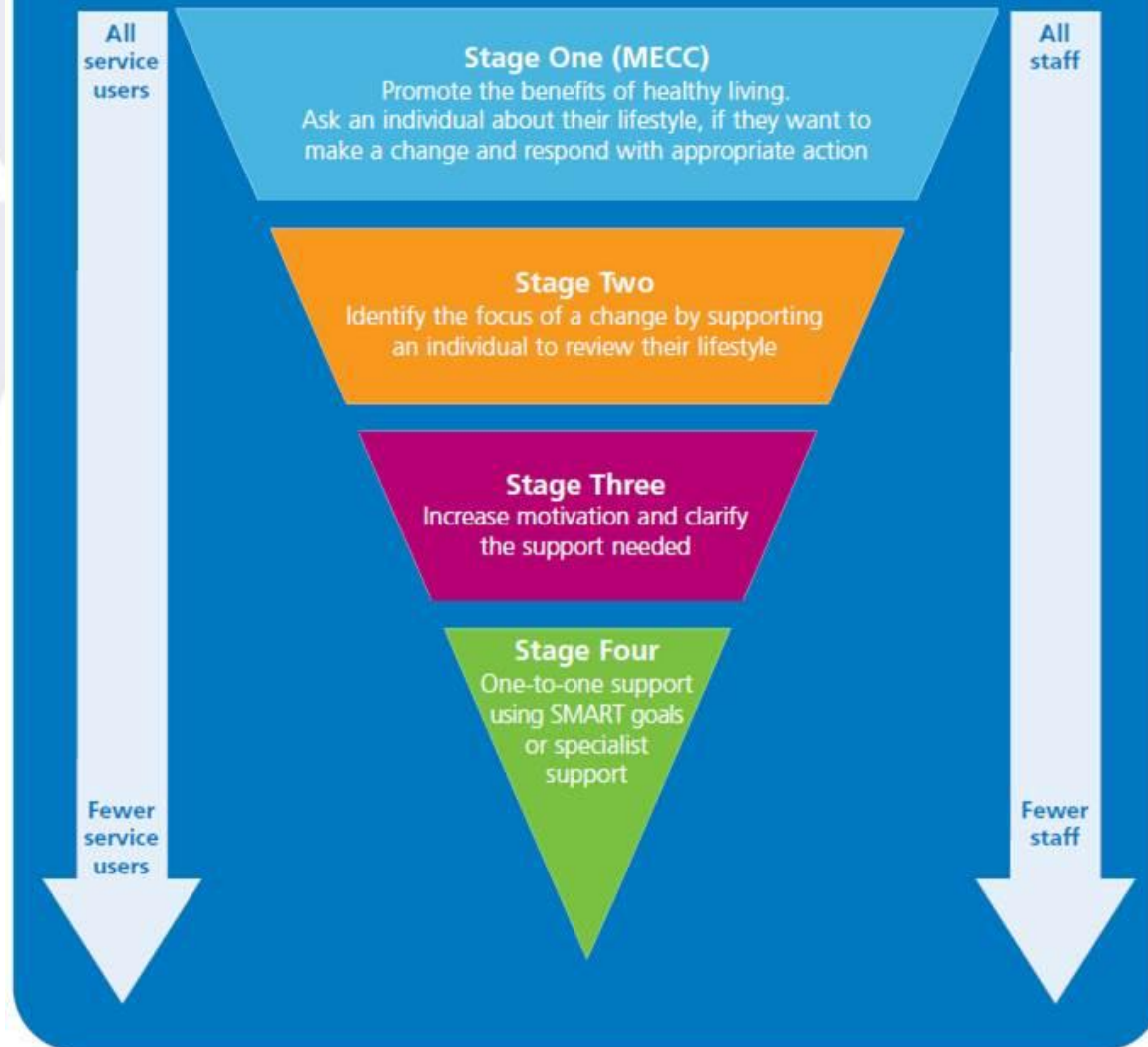


Figure 2

Organisational Environment



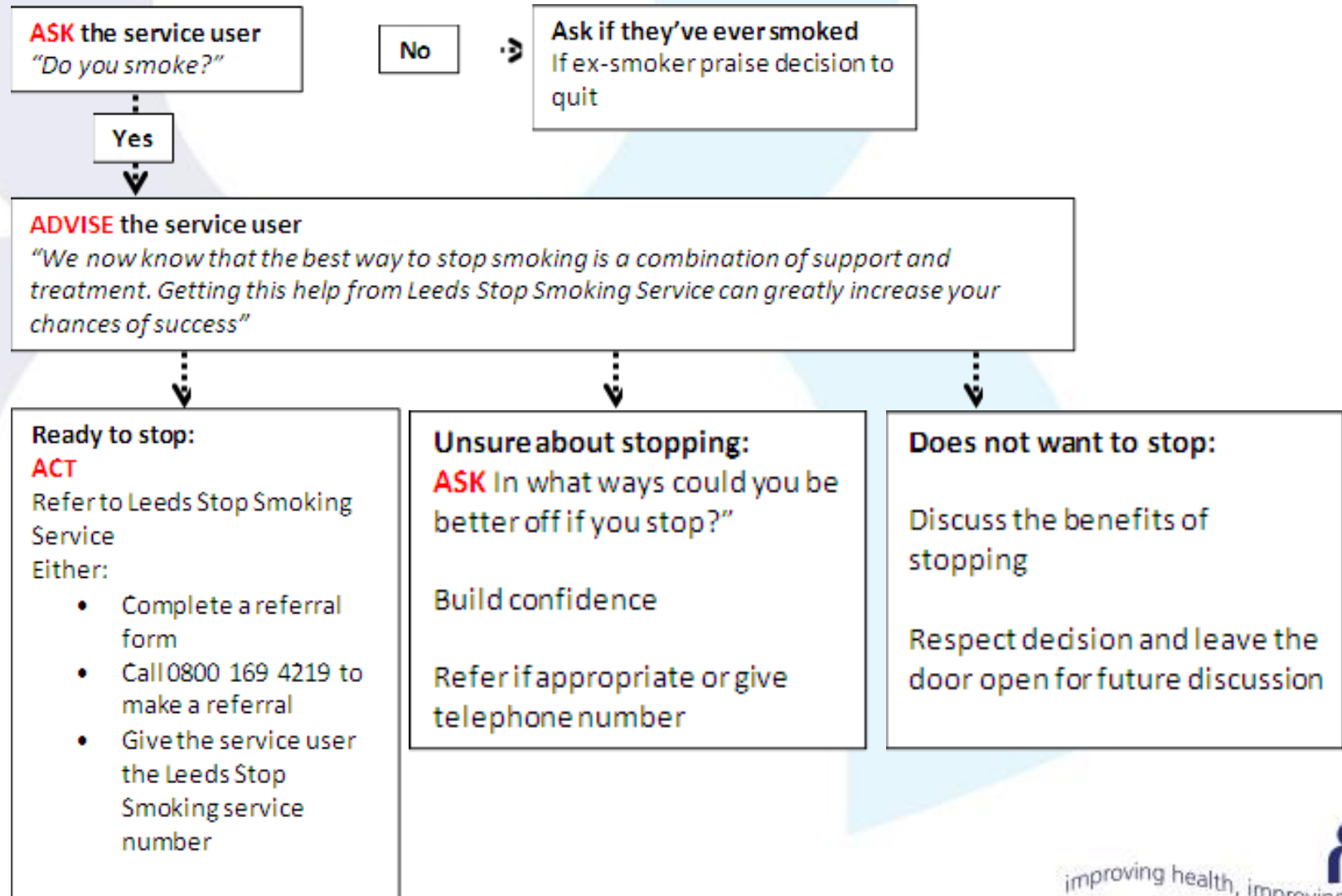
Going Smoke Free



Our Trust will become smoke free from April 2016

Going Smoke Free will help us to achieve our goal of *improving health, improving lives* for all people who use our services.

30 seconds to save a life



Healthy Living Advisors



Introducing Your Healthy Living Advisors



Rob Patrick John Megan Andrea

Here to support your health and wellbeing
We offer Information, advice and support on making healthy
lifestyles choices through:

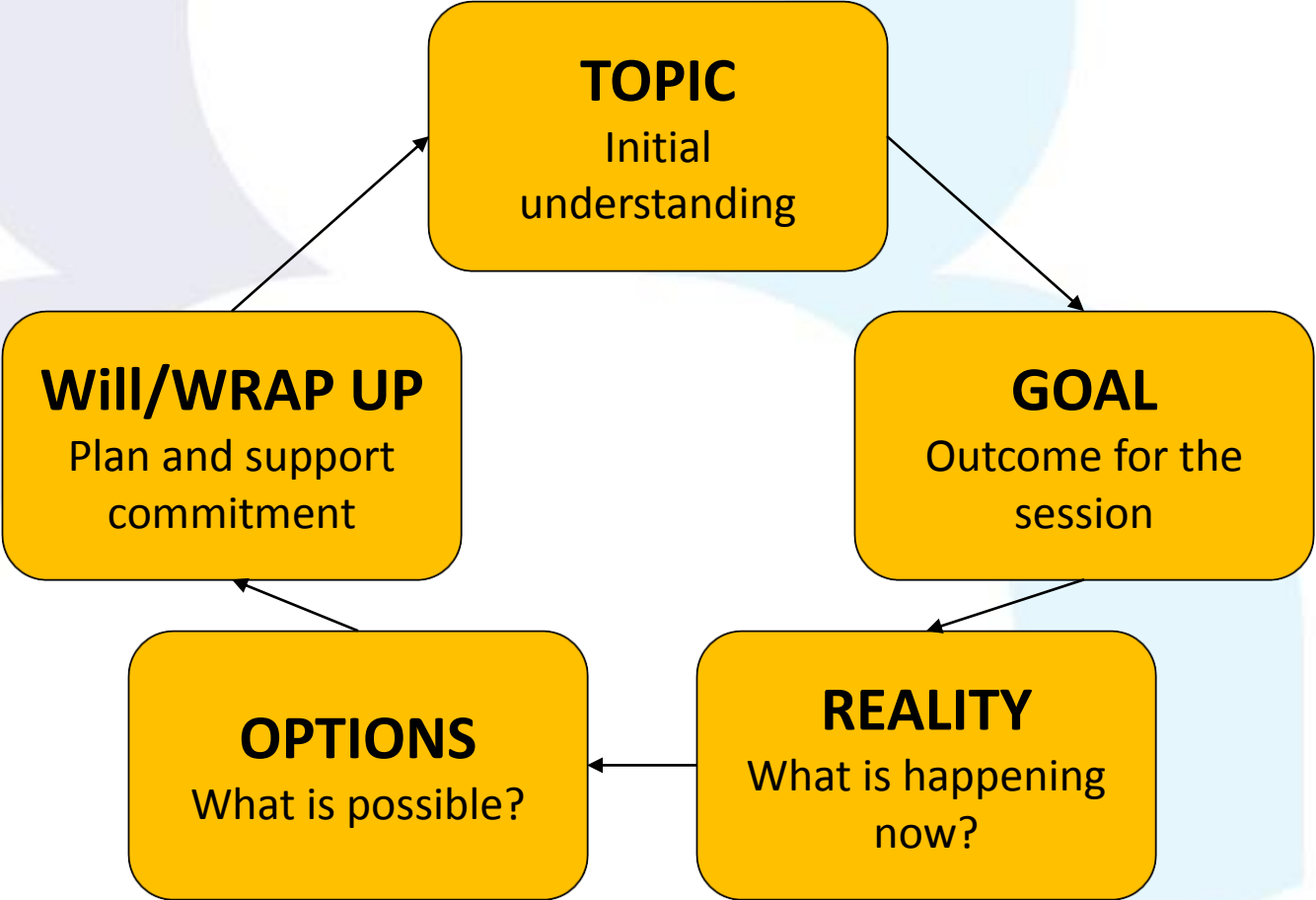
- One to one physical activity sessions and groups
- Support to reduce or stop smoking
- Help to eat more healthily
- Managing alcohol habits
- Walking groups
- Gym based activities

Interested? Need advice? Want to give something a try?

Speak to one of our advisors when they visit the ward, or ask your
key worker to refer you to the Healthy Living Service.

Health Coaching

- Coaching is the art of facilitating the development, learning and performance of another
- Unlocking a person's potential to maximize their own performance
- Coaching involves supporting someone to change their relationship to a problem



Conclusions

- Barriers
- Training and skills
- Selling the public health message
- Having difficult conversations
- Assessing impact – behaviour change