

A graphic on the left side of the slide featuring a green hill with several stylized green trees and two blue birds flying in the sky above. The background is a light blue sky with white clouds.

THE
NORTHUMBRIA WAY

PEOPLE CARING FOR PEOPLE

A graphic on the right side of the slide featuring a green hill with three stylized houses in blue and green colors.

Changing the Culture of Secondary Care Settings to Promote Physical Activity
Northumbria Healthcare NHS FT – An Active Hospital

Jill Harland – Consultant Public Health

Ruth Stevens – Healthy Hearts and Specialist Weight Management Service Manager

The Opportunity – 2019

Key Drivers

- NHS Long Term Plan
- PA Framework / CMOs PA guidance / Moving Healthcare Professionals Programme
- Trust Strategic priorities – public health & realistic medicine & MECC

Case for Change

- Evidence base – PA prevention and treatment of LTC, *best buy in PH*
- MECC – unique opportunity, lack of HCP knowledge, skills and confidence
- Patient expectations – as a result of a PA conversation 1 in 12 to increase PA

Actions

- Identified the need/opportunity
- Developed a Trust PA plan aligned to PH strategy
- December 2019 – Active Hospitals pilot announced.

Changing the Culture – Active Hospitals

- How can we increase healthcare professionals' (HCPs) awareness and knowledge of the importance of physical activity and skills to promote physical activity to patients?
- How can we increase HCPs confidence to promote physical activity?
- How can we increase the number, frequency and quality of conversations about physical activity?
- How can we support patients to make physical activity plans?
- How can we link and signpost patients to physical activity?
- How can we support patients to maintain physical activity in their local community?

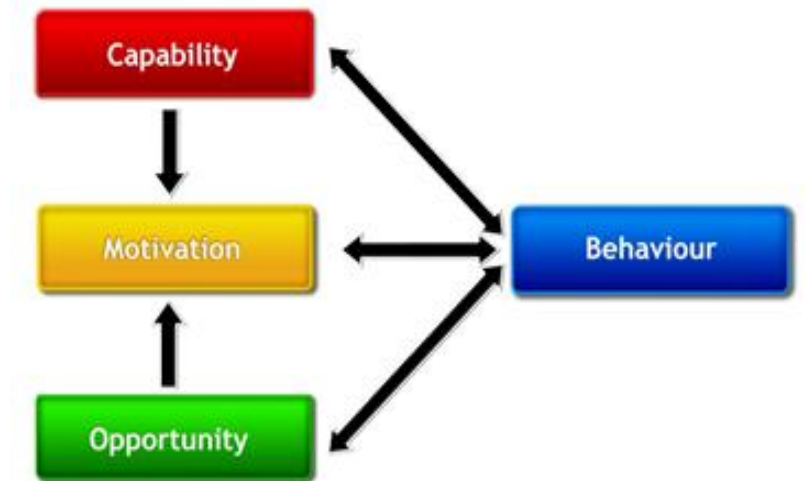
Steps	How	Key outcomes
Engage and Involve	Created a shared understanding and vision with clearly defined objectives.	Sustained in public health strategic plan AHP strategic framework & training
Project leadership	Delivery lead Consultant in public health	Pilot site awarded July 2020 Pilot completed Oct 2020 – Nov 2022
Key Stakeholders – internal and external	Stakeholder analysis - Business unit managers and clinical leads, QI and transformation teams Whole system – local authority public health, leisure, Active Partnership, CCGs, PHE, VCSE	Governance - steering group sustained Sharing and celebrating - Trust exec board, national CoP, NENC ICS, and in local system
Communications and engagement plan	Held 2 x stakeholder events and 1:1 meetings Generated ideas and identified best practice Identified barriers and enablers Identified leads and champions Agreed pilot pathways and model for delivery	Active Hospitals branding adopted for national programme Resources designed to nudge co-designed with staff, patients and public Trust framework and checklist for PA messaging
Mainstreaming of approach.	Built in not bolt on – systems, processes, communications, PDSA, QI data, business cases, HCP training programme and staff well being investment PA champions trained and more confident in PA conversations	QI data influencing policy and decision making. New Clinical educator & AHP support worker roles funded Active ward roll out Updated delivery plan 2023
	Demonstrating a changing culture in secondary care pathways to promote physical activity	

Northumbria Model

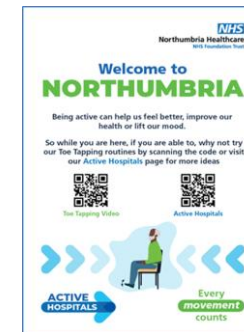


Pathways

- Active Ward 24 NTGH
- Pre op assessment unit
- Oncology
- Parkinson's Disease
- Diabetes
- Maternity
- Staff health and well being



Find out more?



On completion of the two-year national programme (October 2020 to November 2022) [a report reflecting on the progress made has been produced](#), which outlines how many of the initiatives launched will continue beyond the national pilot.

You can read the full release sent to media [here](#) and an example of the coverage so far [here](#).

This included a video release telling the story of a group of maternity staff who took up sea swimming and discovered the physical, mental and social benefits - <https://youtu.be/pL7yoqpl-DM>

Small steps make a big difference

Any Questions?



Contact ActiveHospitals@northumbria-healthcare.nhs.uk for further information

National evaluation report [Moving Healthcare Professionals Programme - Evaluation | Sheffield Hallam University \(shu.ac.uk\)](#)