

Appendix 4b

Saddleworth and Lees District

Public Health Project Proposal

Name of Project: Advising Men when to seek medical advice

Project Owner: Saddleworth Medical Practice with some involvement by Leesbrook Practice

Saddleworth Patient Participation Mission Statement: *To represent the views of the patients and to ensure that health services are delivered to meet their needs*

It is well-known that men are more reluctant than women to seek medical advice. With this in mind the Saddleworth Medical Patient Practice and its Patient Participation Group (P.P.G.) embarked on a piece of research to assess why the reticence existed.

A questionnaire was devised specifically targeting men with long term conditions who by their very nature are predominately 65 and over.

A summary of the findings from the research was given to the Health & Wellbeing Sub-Committee (S & L.H & W.B.S.C.) in September, 2014.

The first 2 recommendations from the survey were:

14.1 *'In collaboration with the S & L H & W.B.S.C., the practice looks at the provision of a drop in session/Wellman's Clinic. Such a provision would fall within the Health Promotion mandate financed by the Local Authority from where moneys would have to be found. It could be located within the cluster.'* Discussions have taken place in the practice and although it is felt the doctors were the best-equipped to lead such provision, other priorities prevented this when attendance may not be sufficient to justify the facility.

14.2 *Through the Health and Wellbeing sub-committee, funding is found to produce a leaflet which informs men patients of facilities around and the 'Five Health symptoms Men shouldn't Ignore' listed by NHS Choices. These are*

- *A lump on our testicle*
- *Moles*
- *Feeling depressed*
- *Trouble urinating*
- *Impotence.*

*The leaflet to include guidance about when it might **not** be necessary to see a doctor, thus releasing the doctor's time for patients who have a more complex need. The leaflet to include issues which are practice specific in part one e.g. appointments' system and part two support from outside the practice. The second part could include issues as broadly based as felt appropriate e.g. Greenfield Gymnasium mentioned by five in the responses'. The national Men's Health Forum produce a 32 paged booklet 'Man – A Man's Health Workshop Manual' (available) which concentrates on men's illnesses and whilst there is not total consistency with the 5 issues cited above it is a ready-made product priced at £139.00 per 100. It is proposed to purchase 1000 of these at a cost of £1,390. A bonus is the same organisation gives a second manual 'Man Manual – 'A Men's Health Workshop Manual' free of charge. From the research, it had been hoped to see whether the right health care professional is seen for whatever issue. This was not possible.*

In his October report 'The N.H.S Five Year Forward View', the Chief Executive of N.H.S. England, Simon Stevens indicated the N.H.S. had to change in the way services were provided. In the report he put considerable emphasis on prevention: *'for patients and their*

families to take the own health seriously'. He advocated an all out assault on chronic public health problems such as obesity, smoking and alcohol misuse.

For the past 2 years the S. & L.H & W.B.S.C. has been looking at the priorities for the area under 3 age groups – up to 16; 16- 65 and over 65.. All 3 refer to healthy lifestyles.

Oldham Community Leisure (O.C.L.) has a system whereby 'a registered medical professional' can refer patients when they can benefit from a **personalised** 12 weeks' exercise programme. The programmes are designed to meet **individual** needs and may include gym based sessions, walking, swimming and exercise classes.

Exercise Referral is suitable for anyone who would benefit from exercise and physical activity to help in the rehabilitation, treatment and prevention of choice medical conditions such as:

- Ankylosing Spondylitis; Asthma; Back of joint pain; Cancer; Diabetes (types 1 and 2); Epilepsy; Fibromyalgia; ; High Blood pressure (Hypertension);I high Cholesterol; Mild Depression/Anxiety Attacks; Musco-skeletal conditions (including rheumatoid and osteoarthritis); obesity (BMI 35 or over) Osteoporosis; Parkinson's Disease; Stroke.

Concessionary rates are available (see attached sheet).

Estimated costs: £695 for 500 of Man's Health Workshop Manual, plus £120 plus VAT (£144) for 1,000 A.6 post card two-sided flyers for publicity about the **appropriate** appointment with a G.P. e.g. telephone, skype or direct contact (all available at the Saddleworth practice) and £130 two-sided flyers advertising the facility in surgeries.

Total amount £969.00

Who will benefit: Any men in the Saddleworth Medical Practice including those with long term health problems. After discussion the facility will be extended to the

How many residents will benefit: In the Saddleworth practice there are 14,500 patients i.e. approximately half the Saddleworth population. Those with longer-term health problems in the 3 Saddleworth wards number between 10.8% and 11.9% of the population giving an average estimate for the practice of 11.2% i.e. about 2,600 patients but half of these approximately will be women; this represents about 10% of the total patient list. Leesbrook has just over 10,000 patients add another 1,000 possible beneficiaries. Total approx. 2,300.

What impact do we expect and how could we measure it: Increase in the number of referrals of men registered with the Saddleworth Medical Practice to O.C.L. on programmes likely to improve their lifestyle. This can be measured by looking at the comparative number of referrals before and after the start of the programme. This could be done by O.C.L. Publicity is an essential element to ensure success. This can be done through the press and by public notices at the surgeries in both Uppermill and Delph. Throughout the emphasis will be on prevention to accord with the principles of the H.W.B group which was endorsed by the Chief Executive of NHS England in his report on 23rd October, 2014.