

Berkshire Health Promotion Resource Service

Work Achieved

Annual Report
April to December 2002

Michael Offord - Manager
January 2003



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Our Aim for 2002

Our aim for this period after our move was fairly conservative, viewed from our client's point of view. From inside the service, though, it involved a huge amount of work.

The overall aim was to close down the service, move it, reopen and establish the new system with as little perceived disruption to our clients as possible.

The individual objectives were to:

- **physically pack up and move the service to the new premises**
- **get everything stored in the space allocated, keeping the libraries easily accessible**
- **redesign the service to work efficiently in it's new mail-order format**
- **track down and eliminate all inconsistencies in the library and service delivery**
- **develop our web site, in two stages, to provide access to our materials anywhere in the county**

The Resource Service Team

Richard Shircore



Strategic Manager

Overall direction and strategy

Michael Offord



Operational Manager

Day-to-day management

Teresa Kennard



Resource Purchasing

Sourcing, purchasing and cataloguing resources

Ann Willmot



Resource Advisor

Resource bookings and admin

Kate Cook



Resource Advisor

Resource bookings, admin. and finance

Derek Caley



Leaflet Stock Control

Leaflet orders and stock control

Our Clients



Essential Feedback

Practical experience of items
Recommend possible new items
Ideas and advice

The Resource Service Team

Everyone in the team chose to work for Resources during the devolution of Berkshire Health Promotion. For this reason we are all enthusiastic about the department and are prepared to work hard to make it a success.

Resources staff

The team 'gelled' very well right from the start and this has made a pleasant and relaxed working atmosphere which is very good for team health and morale.

We all worked particularly hard during the move in March/April, with everyone being prepared to tackle whatever jobs were necessary to get the service up and running.

Everyone except Michael Offord is part time. We currently have 2.7 WTE (whole time equivalent) staff.

The service

The service has very much a 'client centred' approach.

We consider our clients to be part of the service and a valuable asset due to their specialised knowledge and experience of using resources day to day.

Feedback from clients is part of our Terms and Conditions of use.

About the Service

The Berkshire-wide NHS service provides free health promotion support, to anyone in Berkshire involved in health promotion work.

We provide access to otherwise expensive training materials and equipment.

We are very much a users' service and always welcome suggestions and feedback.

Our warehouse and office are based at St. Mark's Hospital, Maidenhead, and the staff are employed by the Windsor, Ascot and Maidenhead Primary Care Trust (PCT), but we are jointly funded by all six Berkshire PCTs.

Benefits

Centrally sourcing and purchasing materials, and making them available for the whole of Berkshire, is a very cost effective way to supply such services, and maintains good quality.

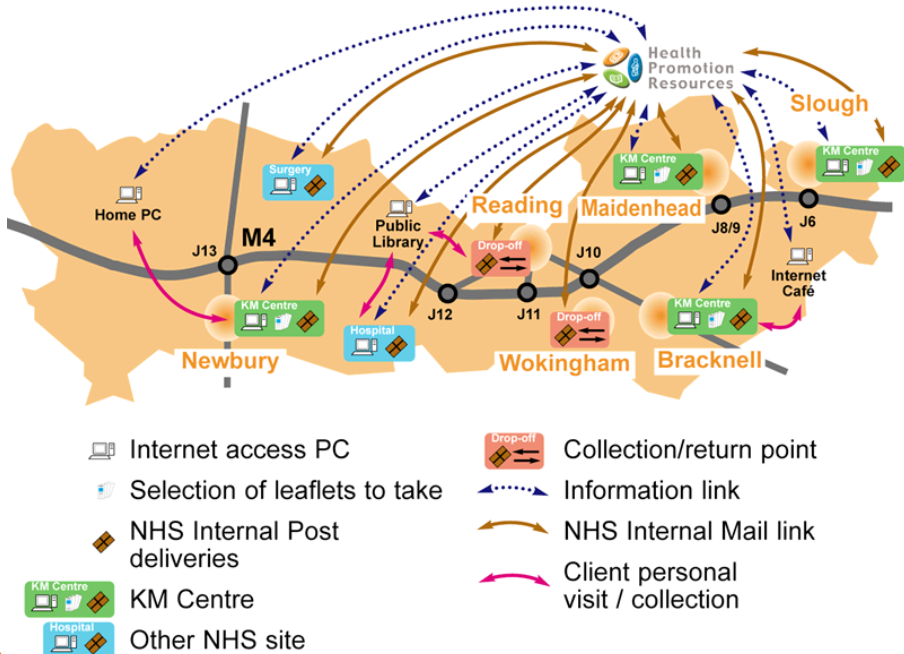
Structure

- The service is entirely mail-order
- All of our items are available for search and preview on any Internet capable PC
- Previews include video clips, photographs and PDF files
- Items are delivered and returned via the NHS Internal Post system, anywhere in Berkshire
- Although our admin. offices are in Maidenhead, the services to our clients are the same across the whole of Berkshire. **There are no extra facilities at the Maidenhead KM Centre**

About the Service

We have come to arrangements with the network of NHS Knowledge Management Centres (KM Centres). They have a selection of our leaflets, Internet PCs for our catalogue and ordering and places to collect or drop off ordered items for those not on the NHS Internal Post.

Contact Points for Resources Across Berkshire



There are currently four regional KM Centres in Newbury, Bracknell, Maidenhead and Slough. Unfortunately there are none in Reading or Wokingham at present but we have set up collection / drop off points for non NHS staff.

The average journey to somewhere to view our resources has reduced dramatically with the new systems.

Moving the Service

The Resource Service has always been the largest (physical) part of health promotion. It required **four removal vans** to move everything.

Health Promotion had collected a lot of large resources (displays, games and exhibition equipment) during its existence. A lot of it was old or no longer required. Resources was the only department in a position to deal with these.

Several months before the move we advertised surplus equipment on our web site. They were given free to other NHS departments or sold to private concerns.

We cleared about 50% of the surplus items and have distributed more since the move.

Unpacking and Sorting



Four removal vans of furniture and equipment



Three whole-time equivalent staff



Two weeks to complete before reopening

We were allocated four small rooms at St. Mark's for:

- Main office
- Leaflet and library room
- Model and equipment store
- Bulk leaflet store, large graphics equipment and surplus items

The main problems we overcame at this stage were:

- **Sheer quantities of material to unpack and store with only 3 WTE (whole-time equivalent) staff**
- **Insufficient space making rather cramped store rooms**
- **Workmen scheduled to assemble library shelves only two days before we reopened, so we assembled them ourselves**



Store room after unloading the vans

Tightly packed with 23 cages of library and leaflet stock



Constructing the library shelving



The completed library

Too cramped now for public access

Surplus Equipment

We managed to give away a lot of the surplus equipment last year, helping several other departments.

- **Wooden reception desks**

We had two of these, used at London Road. One went to the Maidenhead KMC (Knowledge Management Centre), the other is reserved for either Wokingham or Reading KMC.

- **Older exhibition boards**

All given away to various NHS departments and some sold to private concerns.

- **Desks and filing cabinet**

Two desks, a filing cabinet and journal rack given to NHS departments.

- **Flip chart stands**

Given to NHS departments.

Inconsistencies in Library

The Resources Service had been without a direct manager for a year or so before the move. Michael Offord took over as Acting Manager in March 2002.

Without management the service had run-down to a certain degree, leaving various problems:

Booking system showed 156 items overdue

Kate and, particularly, Ann tackled this with lots of telephoning and detective work. A few of the items were up to **18 months overdue** and people had moved jobs!

By August we had got the figure down to **6 items overdue**, only having to write-off about 25.

Items missing that the system said we should have

During the first few months, while putting together customer orders, 1 in 5 items were missing when we came to look for them on the shelves.

Since they were not registered as being out to anyone this was simply a task of removing them from our database (and web site catalogue).

Achievements

We have tackled and completed some important tasks since the new service began:

Mail-shot to all existing and past users

We did a mail-shot to all 2,200 clients in our database, explaining the changes to the service and how they can access us.

We used to annually delete clients from our database that had not used us for two years but, since the service had run down for a year or so, this had not been done. This meant that we reached everyone that had used us in the past three years or so. A copy of the material sent is in the Information Folder marked A (red).

General purpose 'Service Leaflets' and posters printed for raising awareness

In December we had a department leaflet and poster professionally designed and printed. They explain about the service, how to access it and contact information.

There are copies in the Information Folder labelled B (yellow).

Mail-shot to all Berkshire surgeries

In December we sent some of our leaflets and posters to every surgery in Berkshire to raise awareness of the service.

Service advert in 'Berkshire GP Surgeries Healthcare Guide'

This is an annual 'self care' book that is made available free to visitors to surgeries and other organisations.

On the day it was distributed we had one very positive response from the library in Maidenhead.

A copy of our advert is in the Information Folder marked D (blue).

Achievements

Improved leaflet Stock



Day-to-day
'working'
leaflet stock

Despite the many problems with our supply of leaflets in 2002 (see later), we feel we now have the biggest selection of titles and well stocked store in probably two years.



Bulk leaflet store

Graphics Jobs Completed

Here is a sample of some of the 37 graphics jobs completed so far this year.

A2 Poster Sets for Slough 'Health Activists'



This is a set of 9 A2 size posters, designed to go in flip-chart style folders.

They are used in community groups to help explain the important points of how to improve your health and reduce the risk of coronary heart disease.

Graphics Jobs Completed

Diabetes Display

DIABETES

What is Diabetes?

Diabetes – or to give it its full name, diabetes mellitus – is a chronic condition in which the amount of glucose (sugar) in the blood is too high because the body is unable to use it properly. This is because the body's method of converting glucose into energy is not working as it should.

Normally a hormone called insulin carefully controls the amount of glucose in our blood. Insulin is made by a gland called the pancreas which lies just behind the stomach. It takes the glucose to exactly the cells where it is used as fuel by the body.

We obtain glucose from the food that we eat, either from sweet foods or from the algorithm of starchy foods such as bread or potatoes. The liver can also make glucose.

After a meal the blood glucose level rises and insulin is released into the blood. When the blood glucose level falls – for example during physical activity – the level of insulin falls. Therefore insulin plays a vital role in regulating the level of blood glucose and, in particular, in stopping the blood glucose from rising too high.

There are Two Main Types of Diabetes

Type 1

This develops when there is a severe lack of insulin in the body because most, or all, of the cells in the pancreas that produce it have been destroyed.

Type 2

This develops when the body can still produce some insulin but not enough, or when the insulin produced does not work properly. This type of diabetes usually appears in people over the age of 40. It is treated by diet alone, or by a combination of diet and insulin injections.

What are the Symptoms?

In all diabetes the symptoms are quickly relieved once the diabetes is treated.

Type 2 diabetes develops slowly and symptoms are usually less severe. Some people may not notice them at all and their diabetes is only picked up as a routine medical check-up. The symptoms can also be over looked as getting older or over work.

Main Symptoms

- Increased thirst
- Going to the toilet all the time, especially at night
- Extreme tiredness
- Weight loss
- General itching or regular episodes of thrush
- Blurred vision

If you smoke and have diabetes you have a very high chance of having a heart attack or other problems. You should consider trying to give up.

Who can get Diabetes?

Diabetes is a common health condition. About 2.4 million people in the UK are known to have diabetes – that's about three in every 100 people.

For every person who knows that they have the condition there is probably another with diabetes who does not yet know.

95% of people who have diabetes have Type 2 diabetes.

Type 2 diabetes is increasingly being seen in teenagers now, mostly due to obesity.

The people most at risk of developing Type 2 diabetes are people:

- with a family history of diabetes
- aged 40 to 75 years
- of African or African-Caribbean origin
- who are very overweight and have had a midline birthmark
- (women) who have had diabetes during pregnancy

How is Diabetes Treated?

Although diabetes cannot be cured, it can be treated very successfully. Knowing why people with diabetes develop high blood glucose levels will help you understand how some of the treatments work.

Blood glucose levels

When sugar and starchy foods have been digested they turn into glucose. If somebody has diabetes the glucose in their body is not turned into energy, either because there is not enough insulin in their body or because the insulin produced is not working properly.

This causes the liver to make more glucose than usual but the body still cannot turn the glucose into energy. The body then creates more stress of fat and protein to try to release more glucose but still this glucose cannot be turned into energy.

This is why people with untreated diabetes often feel tired and lose weight. The unused glucose passes into the urine, which is why people with untreated diabetes pass large amounts of urine and are extremely thirsty.

Healthy Eating Tips to Control Diabetes

What you eat directly affects your blood glucose levels. It can also influence the amount of fat (such as cholesterol) in your blood. So it is important to eat the right kind of foods to stay healthy.

Correct Proportions for a healthy diet

- Try to get to the weight that is right for you and stay there. If you need to lose weight aim for a gradual weight loss that can be maintained rather than rapid weight loss.
- Eat regular meals. Try to eat similar amounts of starchy foods (such as bread, potatoes and cereals) each day as this will help to control your blood glucose levels.
- Try to cut down on fried and fatty foods such as butter, margarine, cheese and fatty meat. Choose reduced fat spreads and dressings, and lean meat. Try skinned or semi-skinned milk.
- Eat more fruit, vegetables and pulses such as beans, peas and lentils.
- Cut down on sugar. Use reduced sugar foods and drinks instead of sweet foods.
- Be careful not to use too much salt.
- Drink alcohol in moderation only and never drink on an empty stomach.
- Don't be tempted by special diabetes food and drink products. They are expensive and unnecessary.

In essence, a healthy diet which we should all be eating.

Information by Janet Kent and the Diabetes Inpage team, Wokingham
Diabetes produced by Berkshire Health Foundation
www.berkshirehealthfoundation.co.uk

An eight panel display that answers the major questions about the condition diabetes.

Originally produced for Wokingham but now available to borrow from the Resources service.

It has proved very popular and we have recently been asked to look into producing versions in Punjabi, Urdu and other minority languages.

Graphics Jobs Completed

Healthy Eating for Primary School Children

Healthy Eating



For Primary School Children

BRKFEST

enough time for breakfast. It is not a good school without anything to eat as it may be concentrate on school work later in the morning.

Ideas:

- Breakfast cereal e.g. Weetabix, Bran Flakes, Shreddies or Mini Wheat with dried fruit or a banana and semi-skimmed milk
- Toast with wholegrain toast spread thinly with low-fat spread or margarine and a slice of cheese
- Smoothie e.g. fruit juice, porridge or Ready Brek with semi-skimmed milk
- Sandwiches with low-fat spread or margarine and jam (reduced-sugar varieties if available). You could also have a slice of cheese

SCHOOL MEALS

A good hot meal in the middle of the day helps to keep you going in the afternoon. When you choose your meal, try not to fall into the trap of eating chips and cakes every day as this will not provide a balanced diet. To help you choose a more nutritious meal try always to:

- Have at least one portion of vegetables. This may be raw or cooked.
- Have a piece of fruit after a main meal - either fresh, dried or tinned in fruit juice.
- Have a protein-rich food. This may be meat, fish, eggs, cheese, beans or lentils. Try not to have processed foods like chicken nuggets, burgers or sausages every day, as these are very high in fat and salt.
- Choose at least one starchy food at each meal which will help to fill you up, e.g. bread, jacket potatoes, boiled potatoes, pasta or rice. Chips can be eaten occasionally but are too high in fat to eat every day.
- Have a portion of dairy foods, such as low-fat milk or yoghurt.



PACKED LUNCHES

Always include fruit and/or vegetables and a starchy food in your packed lunch.

To add variety use different types of bread for your sandwiches, e.g. wholemeal bread, granary rolls, pitta bread, high fibre whole bread, tortilla wraps, crackers, crispbreads, bagels, baps or crusty rolls.

High-fibre foods can help fill you up and prevent constipation. However, young children should avoid having them at every meal because they only have small stomachs and may not get the energy and nutrients they need from these bulky foods.

Tips for sandwich fillings

- **Poultry/meat** - use lean cooked meats e.g. chicken, ham.
- **Cheese** - try different ones, especially the lower-fat varieties and cottage cheese.
- **Eggs** - hard boiled and sliced in a sandwich or alone.
- **Fish** - tinned tuna, sardines (drained of oil or in brine).
- **Pulses** - home made or bought lentil or bean paste.

Add to any of the above: lettuce, cress, tomatoes, peppers, radishes, bean sprouts, or put some salad in a sealed container.

Use sticks of celery, carrots, cucumber or radishes to add a crunchy texture.

Cold chicken or turkey portions, savoury fans, pizza portions, are all suitable alternatives, together with salad and bread.

At least one protein food, e.g. meat, cheese, eggs, fish or pulses should be included in a packed lunch. You could occasionally use peanut butter as an alternative. (Some schools do not allow this because of allergies, so check this first.)

FRUIT
Pack some fresh fruit or fresh fruit salad in a sealable container or try dried fruit for a change.

YOGHURTS
Choose low-fat ones (but watch the sugar content) or use natural yoghurt and add your own fruit.

CRISPS AND SAVOURY SNACKS
Use only occasionally as these are high in fat - low-fat varieties are slightly better, but still a high fat food.

CAKES AND BISCUITS
Use more wholesome varieties. Try fruit cake, scones, tea cakes and fig rolls.

DRINKS
Unsweetened fruit juices in cartons make a useful portable drink. Vitamin C helps the absorption of iron from food.
Choose low calorie or 'diet' varieties of fizzy drinks to avoid too much sugar, and only have them occasionally.

Try to have plenty of variety in your packed meals and be adventurous, trying different foods and combinations to make lunches more interesting.



A 12 page A5 booklet - two colour.

This is a re-written version of our general Healthy Eating leaflet aimed at primary school children.

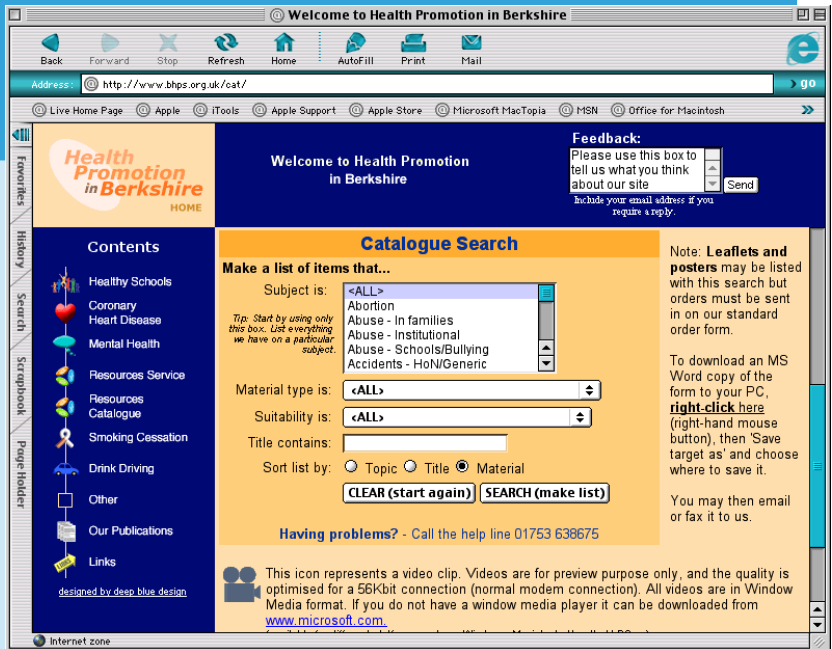
It gives practical ideas of how parents can encourage their children to eat more healthy snacks and meals.

Web Site Development

The Resource Service web site is part of the wider 'Health Promotion in Berkshire' site, which brings together news and information of all health promotion activity across Berkshire.

The Resources pages are at: www.bhps.org.uk/resources

Our Catalogue is at: www.bhps.org.uk/cat



Resources Pages

Our web site is our resources catalogue.

It allows anyone to search our complete library for items of a particular **subject**, **type/format** or **audience suitability**, and is accessible by any Internet capable PC, anywhere in Berkshire (or the World).

Our system is the one of the first (if not the first) in the country to have video previews.

Web Site Development

Our site first went on-line back in February 2001 and had a simple searchable, text only, Resources catalogue.

As part of the planning for the devolvement of BHP in April 2002 the Resource Service was to become mail-order and had to be equally accessible to everyone in Berkshire - regardless of location.

Staged Development

Developing the web site to provide enhanced access to the library was a central part of this plan. The first part of the development was called Stage 1.

Stage 1 - April 2002

The aim of Stage 1 was to add previews to each item:

- Photographs of models, equipment and some teaching packs
- Streamed video clips of the first 5 minutes of the 100 most popular videos
- PDF files of the 100 most popular leaflets

Stage 1 was completed by April 15th 2002, in time for the opening of the new service.

Stage 1b - November 2002

This was a continuation of Stage 1 in that it was an ongoing programme, during 2002, to get the remaining 400 videos digitised for viewing on the web.

This was completed in November 2002, but due to new purchases there are now more to do.

Web Site Development

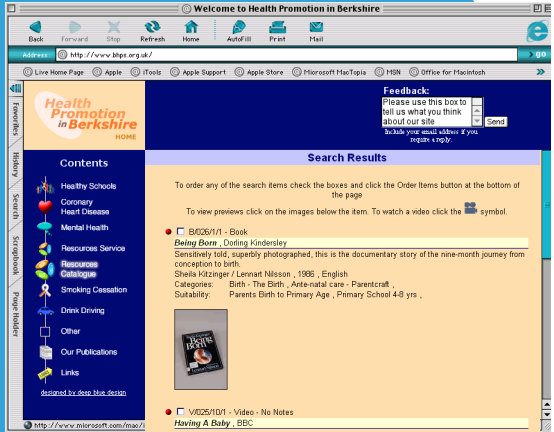
This is the current stage of our site.

It has a searchable catalogue with photos, PDF files and video clips of most items.



Being able to search our library is actually better, in many ways, than having to look along shelves of items.

We often use the web site search ourselves to see what we have, even though the library is in the next room.



Stage 2

Stage 2 will do everything necessary to run a resource library and maintain a web site catalogue, all in one system.

Health Promotion Resources **Basic Search** **NHS**

Catalogue
[Basic Search](#)
[Advanced Search](#)

Booking
[Confirm Order](#)
[Extend Existing](#)
[Hires](#)
[Order Status](#)
[History](#)

[Personal Details](#)
[Log In](#)
[Log Out](#)

Keyword search:

Subject:
Bereavement and Loss
Biology/Chemistry
Birth - Postnatal to 14 day
Birth - Preparation
Birth - The Birth

Type:
Book
Display Equipment

Suitability:
Carers - Generic
Carers - Mental Illness
Carers - Mental Illness 21+

Title contains:

Sort by : Title Type

This is the most ambitious part of the development as we are trying to create a completely new, on-line integrated resource library system.

It will combine all tasks necessary to run the library - library databases, client databases, bookings, statistics, web site catalogue, preview files, etc.

It was specially written for us by PPL, Reading. They have done many print jobs in the past for us and other NHS departments. There was a lot of work involved, working with their programmers, describing every part of the processes we require in minute detail.

The system belongs to us so there is real potential to sell it on to other regional health promotion departments which could recoup much (if not all) of the development costs.

Stage 2

With the Stage 2 system clients can not only search and preview items, but can also check availability and book them themselves. This will save the Resources staff valuable time for other tasks.

We should be swapping over to Stage 2 in February 2003.

Search for items of interest

View results with previews

Check calendar - Is it available?

Check your 'Cart' and confirm your selections

Order completed!

Main Problems this Year

We have had to tackle several major problems since April.

Disruption to leaflet supply

The national changes to the NHS in April '02 were wide ranging.

In the past all our leaflets were always supplied by the HEA (Health Education Authority) but this changed during 2000/01 to the new Health Promotion England organisation.

In April 2002 this changed again with national leaflet supply now being handled by the DoH (Department of Health) with a new printer Prolog. This change over was rather chaotic and caused us many problems.

We had practically no leaflets delivered April to June, then only parts of orders and back orders fulfilled. It was very difficult to meet our client's orders, with us constantly having to reply with 'Awaiting stock'. We were constantly telephoning the DoH and Prolog but often got confused or conflicting information.

Due to the timing a lot of clients incorrectly attributed the problems to the new Resource Service format.

The situation has improved somewhat since about October, but supply of some titles is still restricted.

Reduced Production of Leaflets

Another on-going problem with leaflet supply is that organisations are increasingly starting to charge for their leaflets, that used to be free.

Also, even those that have always charged for them, are deciding to cease production.

This could be a good time to start printing and selling the leaflets we have produced ourselves.

Internal Post - Transcare

We rely almost exclusively now on the NHS Internal Post system (Transcare) for the delivery and return of our items.

Generally speaking the service has been very good, however there have been problems getting items to certain sites, and we have had some serious problems during the year.

Transport of Larger Items

In May and June Transcare came under new management. Managers visited us to explain the new systems.

Basically they would only routinely take items up to the size of a box of copier paper. For anything larger we would have to telephone them and arrange it as a special job, both for its delivery and again for its return. This posed us a serious problem as many of our equipment and model items are larger than this.

In theory we would have to:

- Check ahead and see what large items were to go out in the next week
- Book their delivery with Transcare
- Make sure clients returning large items knew to book their return
- Check what items were to come back to us via one of the KM Centres within the next week
- Check with the borrower when they would leave it at the centre
- Book its collection and return with Transcare

We tried to comply with this system at first but it was very hard to get hold of anyone to take the requests.

Eventually we tried leaving some large items out for collection without booking and they were collected and returned anyway. This problem seems to have resolved itself.

Transcare say there was no agreement with them for our service this year so we must ensure an agreement for 2003/04.



Work Achieved - V1.02

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