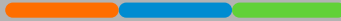


Berkshire Health Promotion Resource Service



Achievements, Usage Figures and Statistics

Half Annual Report
January to July 2003

Michael Offord - Manager
September 2003



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Introduction

This report explains what work the department has been doing in the period January to July 2003, and gives detailed statistics of the use of the service.

This year has been a much more settled and normal one after the disruption of the move and establishing a new service last year.

We have continued to build on the new service and have seen a significant rise in use. The share of use across Berkshire has levelled out even more this year.

Probably the biggest achievements have been to successfully change over to using our 'Stage 2' system and the huge effort put into providing previews of all our items. This has provided our users with much better access to our library, regardless of their location across Berkshire.

Apart from the normal successful running of the service, some of our other achievements have been:

- A new round of additional features to our on-line system
- Started talks with PPL on selling our system across the country
- Produced a basic user's guide for finding and ordering items on our system
- Held an open day to explain the service to existing and potential users
- Started a regular series of Roadshows where we go out to the regions to advertise the service
- Added many new resource items

Michael Offord
Manager

The Resources 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

Kate Cook



Resource Advisor

Resource bookings, admin. and finance

Ann Willmot



Resource Advisor

Resource bookings, admin. and HR matters

David Edward



Resources Assistant

General Assistant

Our Clients



Essential Feedback

Practical experience of items
Recommend possible new items
Ideas and advice

Vacancy



Leaflet Stock Control

Leaflet orders and stock control

The Resources Team

The Team has continued to work very well together.

There is always a relaxed and pleasant atmosphere in the office. This is good for morale and our absenteeism record is low. Generally we all enjoy the work we do and want to see the service progress and develop.

Derek Caley

The saddest news this year is the death, in May, of our colleague Derek Caley.

He had worked for Resources as the Stock Control Clerk for several years, starting at London Road, Reading.

But his links with Health Promotion go back much further as he had worked for East Berkshire Health Promotion in the 80s.

He had done a lot of work for the Slough Health Habit especially running their drop-in 'shop' in the high street.

He will be greatly missed.



Derek Caley

The team looks quite large but this is deceptive.

Richard does not help directly with the running of the service and everyone except me are part-time; also Kate and David work seasonally.

I have included David in this figure for the first time. He is currently at University but is on Bank Staff. He is very keen to work for Resources during the vacations and has done so since Summer last year. Kate is term-time only.

We have just appointed someone to the Stock Control vacancy and they will be starting shortly.

The team will then be at it's full capacity which works out at **2.9 WTE** (whole-time equivalent) members (not including Richard).

The Service

The new service has settled in well now and, generally, has run very smoothly this year. Even the change over to our new on-line system caused no real problems.

On-line Access

Response to our on-line ordering system is mostly good, although people can find it difficult the first time. Many users have mentioned that being able to search for items, and preview them, without having to travel is a great help.

It must be true that some users will be put-off using the service now it is entirely on-line, but virtually any service will be difficult for some group.

When we were in Reading, it discriminated against anyone not in Reading, so our current service must be an improvement overall.

Transport

The NHS transport service, Transcare, has generally been very good again this year.

However, when we do have problems with orders it tends to be in the transport or at the collection/return point where staff are not always aware of what is supposed to happen.

We always investigate any problems and explain the procedure as many times as is necessary. Problems are most commonly caused when new staff have not been told about what they do for us.

In virtually all cases of mislaid orders we are able to locate it or supply some alternative.

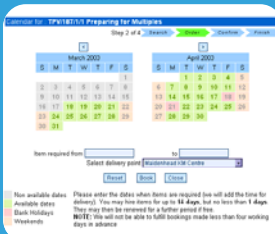


Achievements

Change to New IT System

On April 1 2003 we switched our entire booking, catalogue and client database system over to a new custom written system, referred to as 'Stage 2' during development.

This was the successful culmination of nearly a year's work designing the system from scratch to give us just what we required.



We worked very closely with PPL (Prestoprint) explaining everything the system had to do in minute detail.

In the middle of March we had everything in place to start running full-scale tests. For the next two weeks we ran the new system in parallel with the old system, entering every transaction twice, once into each system.

The tests went well so on April 1st we swapped over entirely to the new system.

It was quite a nerve-wracking time having to stop using the tried and tested system we were all so fluent with, and trust all our records to a completely new system that we were still learning to use.



The system has changed both the way we work in the office and how our clients access the service. The main benefits are:

Clients

- Can now check whether and when items are available
- Can book and order items themselves
- Can check items they have used in the past
- Catalogue and booking service is available 24 hours a day, every day

Admin staff

- Time saved by clients accessing the service themselves
- Better collection of statistics - customised to our specifications. Some included in this report for the first time.
- New clients can register on-line, entering their details themselves
- Reliable to use on several computers at once - Very unlike the old system we used
- Can be accessed on any computer with Internet access, not just in the office

The screenshot shows the 'Administration Main Page' with the NHS logo in the top right corner. The page is organized into several sections with blue headers and lists of links:

- Log Out** (top left)
- Daily tasks**
 - [Return Items](#)
 - [Items for delivery](#)
 - [Items overdue](#)
 - [Cancel bookings](#)
 - [Booking of Items](#)
 - [Extend hires](#)
- Users management**
 - Clients**
 - [Add New Client](#)
 - [Modify Client](#)
 - [Clients approval](#)
 - [Clients search](#)
 - Employees**
 - [Add New User](#)
 - [Modify User](#)
- Reports**
 - Clients**
 - [Job type](#)
 - [Location/work area](#)
 - [Bookings No.](#)
 - [Late returns No.](#)
 - [Last order date](#)
 - [Delivery Point](#)
 - [New Clients](#)
 - Resources**
 - [Resource type](#)
 - [Loan type](#)
 - Topic**
 - [Bookings No.](#)
 - [Last booking date](#)
 - [Viewed groups](#)
 - [New Items](#)
 - [Supply Stock Added](#)
 - Bookings**
 - [Current bookings](#)
 - [Bookings to be delivered](#)
 - [Booking overdue](#)
 - [Extended bookings](#)
 - [Supply Items Sent Out](#)
 - Activities**
 - [Items of interest](#)
 - [Crossstab](#)
- Items management**
 - [Add resource item](#)
 - [Add copy of resource](#)
 - [Modify Item](#)
 - [Modify copies of resources](#)
 - [Modify leaflets/posters \(supply items\)](#)
- Misc**
 - Suppliers**
 - [Audience Type](#)
 - [Topics](#)
 - [Holidays](#)
 - [Delivery Points](#)
 - [Titles](#)
 - [Job Types](#)
 - [Locality Lists](#)
 - [Languages](#)
 - [System Data](#)
 - [Mail Templates](#)
- System**
 - [Backup DB Structure Only](#)
 - [Backup DB Structure and Data](#)
 - [Clear Redundant Data](#)
 - [Videos Administration](#)

Main administration page showing all the available functions to handle orders, registrations, new resources, etc.

Catalogue Previews

It is vital that our users can get a good idea of what our items are like purely from our on-line catalogue.

All items can have previews as well as a written description.

At the start of the year only about 40% of our items had previews, so this year we have put a lot of effort into producing the missing previews.

We have sent 100 videos and around 200 leaflets to PPL for scanning.

Meanwhile, David has been photographing teaching packs, equipment and models all Summer. He must have taken, processed and uploaded more than 400 photographs so far.

He has also been scanning new leaflets and producing the PDF previews required.

As of August '03 the following have previews:

- All leaflets and posters
- All models and equipment
- 95% of videos
- All teaching packs

With most previews in place I now feel the catalogue really 'does what it says on the tin'.

Own Previews

Furthermore, we are now set up to scan leaflets and make our own PDF previews and are working on how to produce the video previews.

This is important as we are purchasing new items all the time and need to be able to add previews.



David photographing resource items in the 'studio' in our leaflet store room



Open Day

On May 15th we held an open day at our offices in Maidenhead.

We invited our current users and anyone who was interested to come in, meet us and have a look around.

It was a chance to:

- Meet our staff
- See some of the new and existing resources
- Look around our offices and store rooms
- Ask questions
- See how the system works behind the scenes



Michael taking one of the on-line training sessions

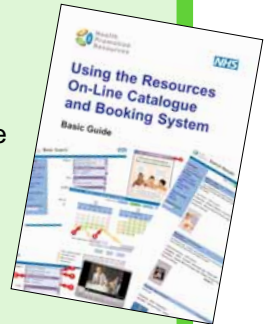
Catalogue Training

I also ran four training sessions during the day - **Introduction to Using the On-line Resources System.**

This was a basic introductory session designed to give anyone the basic skills to be able to find our site, log in, search for items and make bookings.

The sessions proved very popular. We had 17 attend the first one which made the room rather crowded.

I wrote a guide to using the on-line system and copies were handed out on the day. There is a copy of the guide in the Information Folder.



Evaluation

We asked visitors to complete a questionnaire before leaving. The results were generally very positive, as were comments to our staff on the day.

I used the evaluation of the Open Day as the topic for my final unit essay of the Advanced Certificate in Health Promotion course I completed this year. Copies are available.

Since the Open Day went so well we are keen to hold open days annually in the future.

We have clients from right across Berkshire but it was only those from around Maidenhead that were able to attend the open day, so we are also going to run a series of Roadshows - see overleaf.

Roadshows

One of our aims this year is to advertise the service much more. One way we are doing this is to hold a series of local Roadshows.

These are a bit like our Open Day but we actually go out to each PCT locality.

They are half-day events where we take as many resources as we can to show what is available, and people can meet our staff and ask questions and give feedback about the service.

I hold a presentation on what the service offers and how to use it, and also run a couple of training sessions on how to use the on-line catalogue system.

Newbury

We have only held one, in Newbury so far, at Sandford Hospital on 1st July.

It was shorter than normal, being a lunch-time event, but we had a good turn-out. Everyone seemed to have learned more about the service and appreciated the event.

We wanted to avoid the Summer holiday period so will be holding the other Roadshows during this Autumn and Winter. We plan to make these annual events too.



Selling On-Line System

With our new system becoming operational this year we are starting to think about marketing it to other possible users. We have already had some enquiries.

This was the plan, right from the start of the project. Although PPL wrote the system for us it belongs to us.

It is still early days in the process but PPL will do the marketing and I will have to attend occasional demonstration visits.

It has the potential to pay for all the development and provide some extra income, but is far too early to know just how much at this stage.

Regional Resources Network

We regularly attend the Regional Resources Networking group, co-ordinated by Carolyn Shears of Milton Keynes Resources. It is a very good way to swap ideas and keep up to date with what's going on in the world of health promotion resources.

It meets every four months and is hosted by a different region each time and in August we hosted the meeting at our offices in Maidenhead.

There was a lot of interest in the way we have set up our new service. I also gave a demonstration of our IT system.

Carolyn has asked me to demonstrate the system at the next National Resources Seminar in Milton Keynes.

Advertising in *Business Voice*

We have bought a series of advertisements in the *Business Voice* magazine that goes to most companies in the Thames Valley area. We hope to attract more use from Corporate Health departments in Berkshire.

It is published bi-monthly and we have bought three spaces to go into every other edition starting in September.

There is a photocopy of the page with our advertisement in the Information Folder.

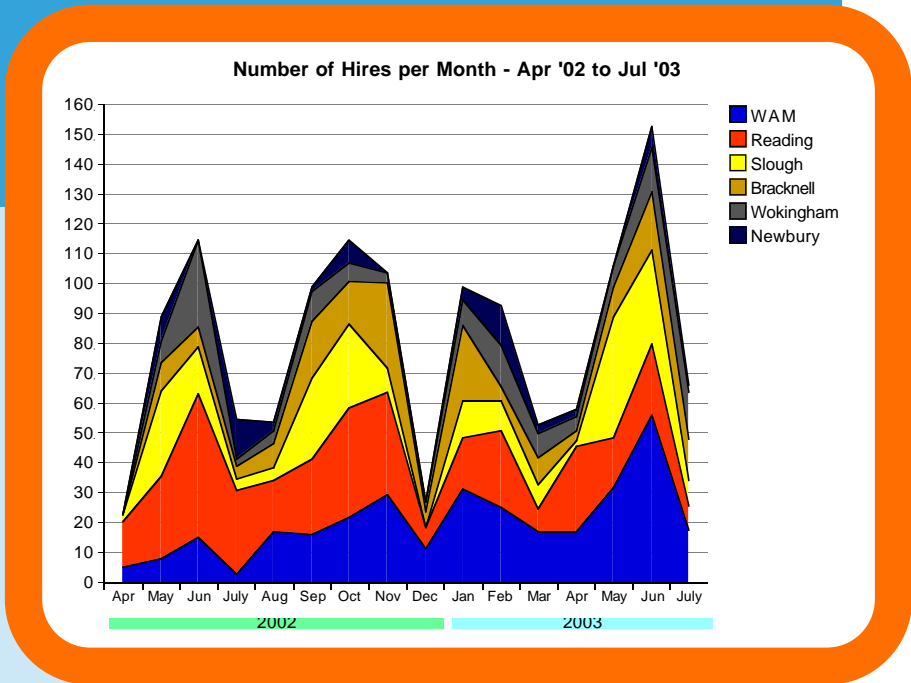


Statistics

Borrowed Items

The top edge of this graph shows the total number of items borrowed each month.

The total is divided into bands showing what share of the total went to each locality. They are sorted with the largest recent user at the bottom.



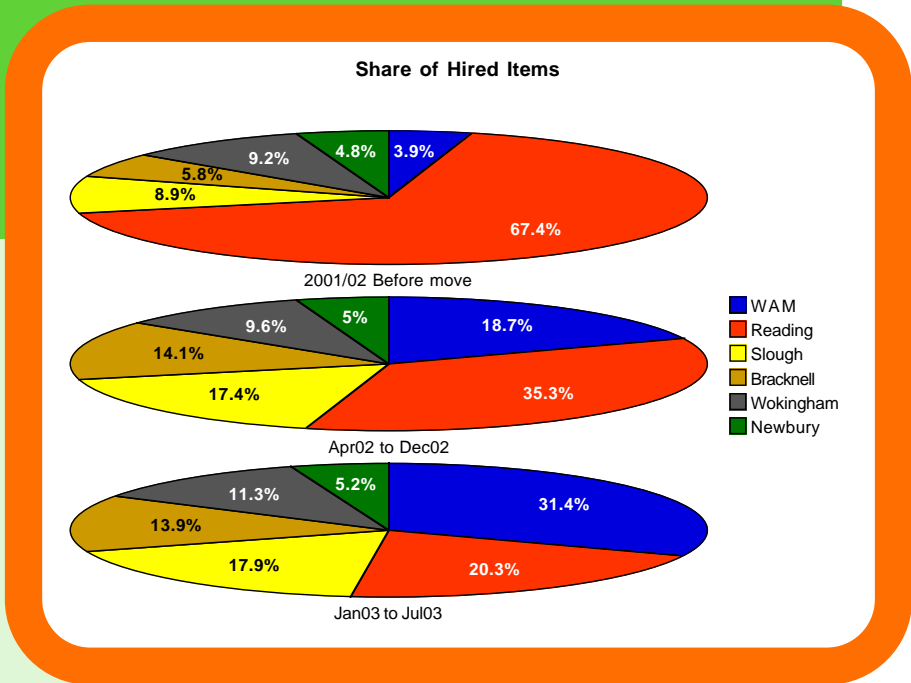
The usual seasonal dips at summer, Christmas and Easter are clearly present.

Overall we have supplied, on average, **4.3 hire items each working day** in this period. This is a **23% increase** on last year.

Area Share of Borrowed Items

These charts show the relative share of borrowed items by each locality.

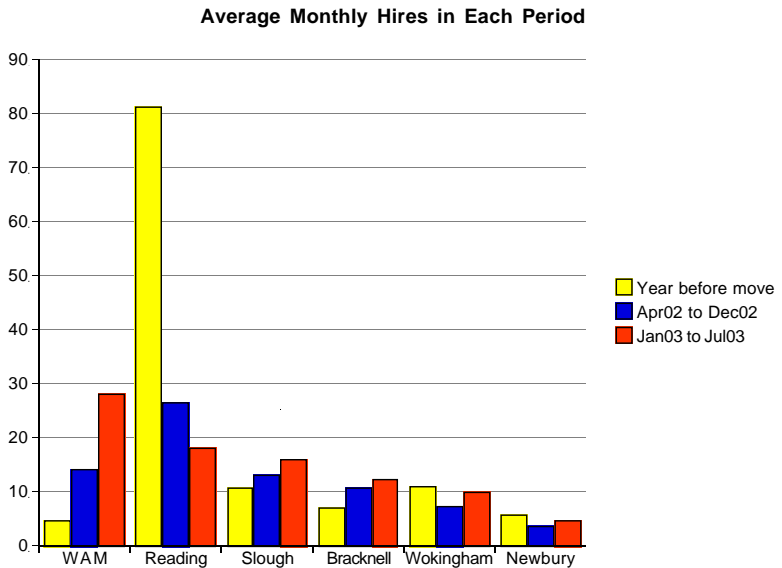
It shows the period of this report (Apr '03 to Jul '03) the last report (Apr '02 to Dec '02) and the 12 months before Apr '02.



The figures show a continued move towards a more equal use by all areas which is very encouraging.

Change in Borrowing Use by Area

This chart shows the number of monthly hires by each area for three periods.



All areas, except Reading, have used the hire service more this year than last year. WAM, Slough and Bracknell are using it more than at any time (since April '01).

Reading's use of the hire service continues to fall since our move, which is disappointing, however they are still our second highest users for hires and are the largest users of leaflets - see later.

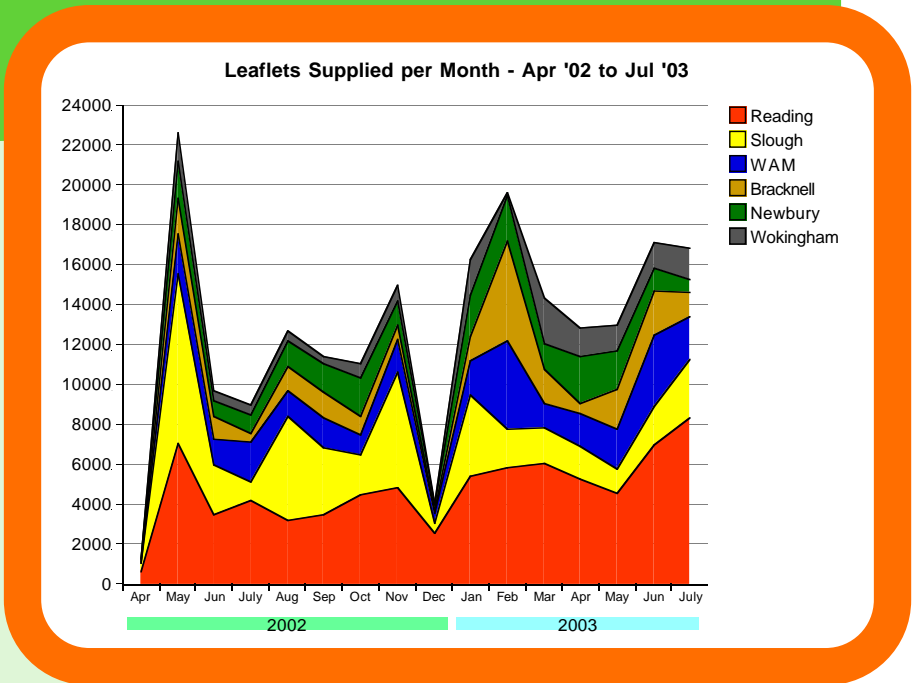
It is good that Wokingham and Newbury have recovered some of last year's drop in use, although they are still using hired items less than before our move.

Supply Items (Leaflets & Posters)

The chart below shows the total number of leaflets and posters we have supplied each month from April '02 to July '03.

The top edge of this graph shows the total number of leaflets sent out each month.

The total is divided into bands showing what share of the total went to each locality. They are sorted with the largest recent user at the bottom.



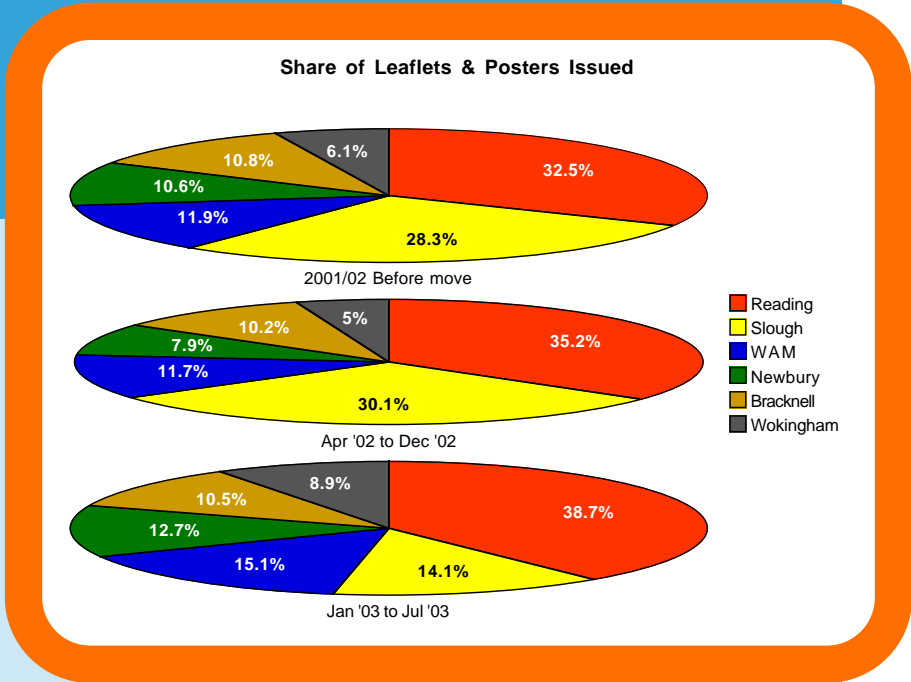
The use of supply items has continued to increase since our move in April '02.

On average we have supplied **750 leaflets each working day** so far this year. This is a **55% increase** on last year's figures.

Area Share of Supply Items

These charts show the relative share of supply items (leaflets and posters) by each locality.

It shows the period of this report (Apr '03 to Jul '03) the last report (Apr '02 to Dec '02) and the 12 months before Apr '02.

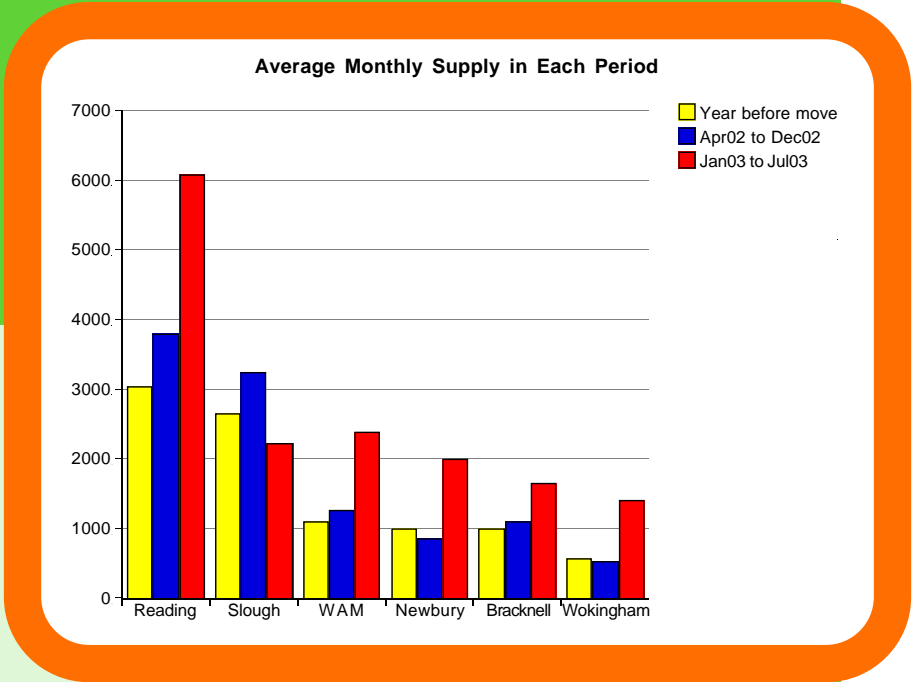


They show a continued move to a more even use of the service across the county.

Reading continue to increase their share. Slough shows a marked reduction in use of supply items this year.

Change in Supply Item Use by Area

This chart shows the number of supply items issued per month to each area, for three periods.



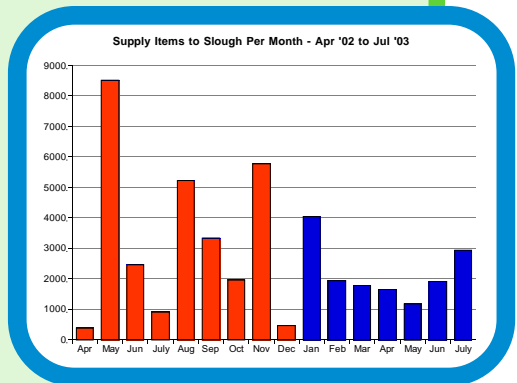
All areas, except Slough, are using the supply service significantly more now than at any time (since April 2001).

Reading, WAM, Newbury and Wokingham have doubled their use (or more) since before our move.

Reading are using twice as many supply materials now as when we were actually based in Reading.

Slough's use of the supply service has dropped 32% from last year which is rather strange. I have double-checked the figures and they are correct.

However, if you look at the monthly use of supply items (opposite) there are less big peaks this year which may explain it.

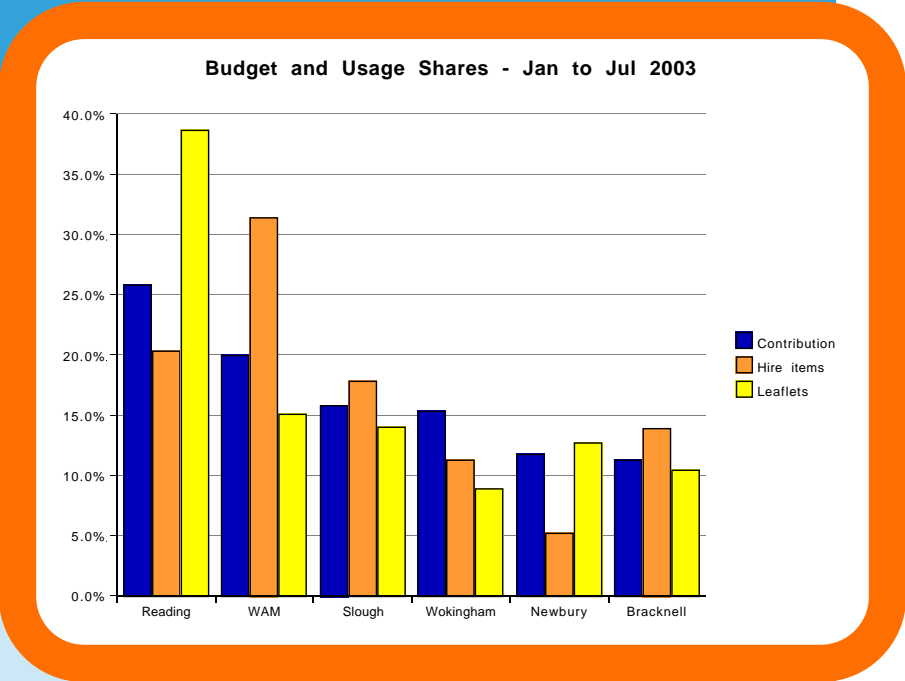
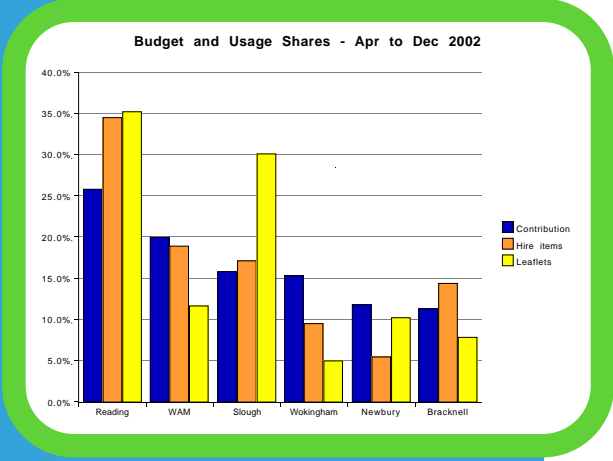


Percentage Shares of Service

These charts show the comparative percentage shares of each PCT area.

The blue bar indicates the level of contribution to the Service budget. The orange and yellow bars show the level of use of borrowed and supplied items respectively.

The large chart is this year, the smaller one is last year for comparison.

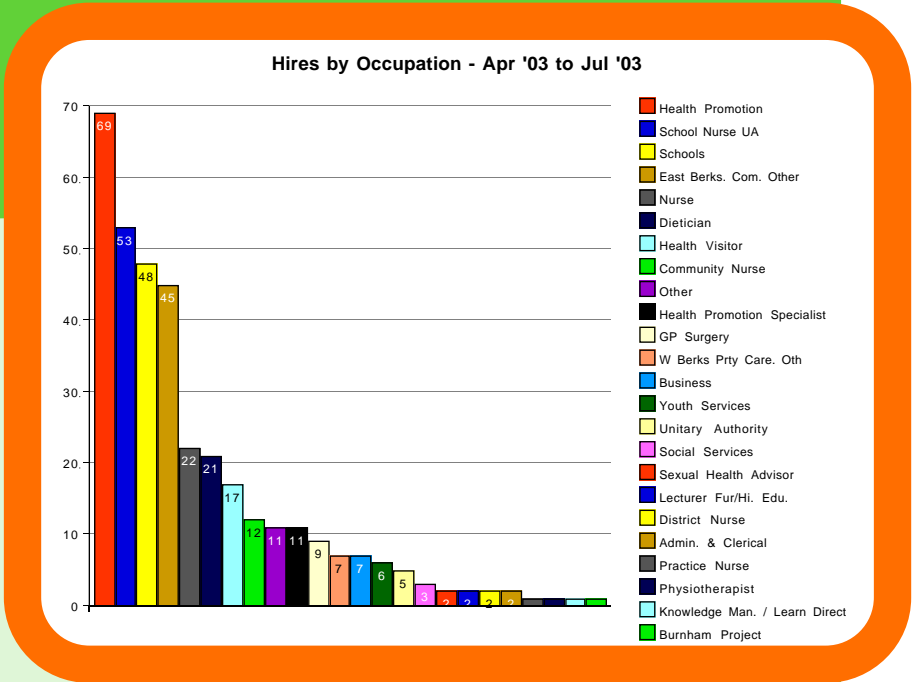


Roughly, this year, Slough and Bracknell have had their fair share, and Reading and WAM have over used.

Wokingham and Newbury have under used again, but are increasing their use.

Hires by Occupation

This chart shows the number of hired items by occupation, in the period April '03 to July '03.

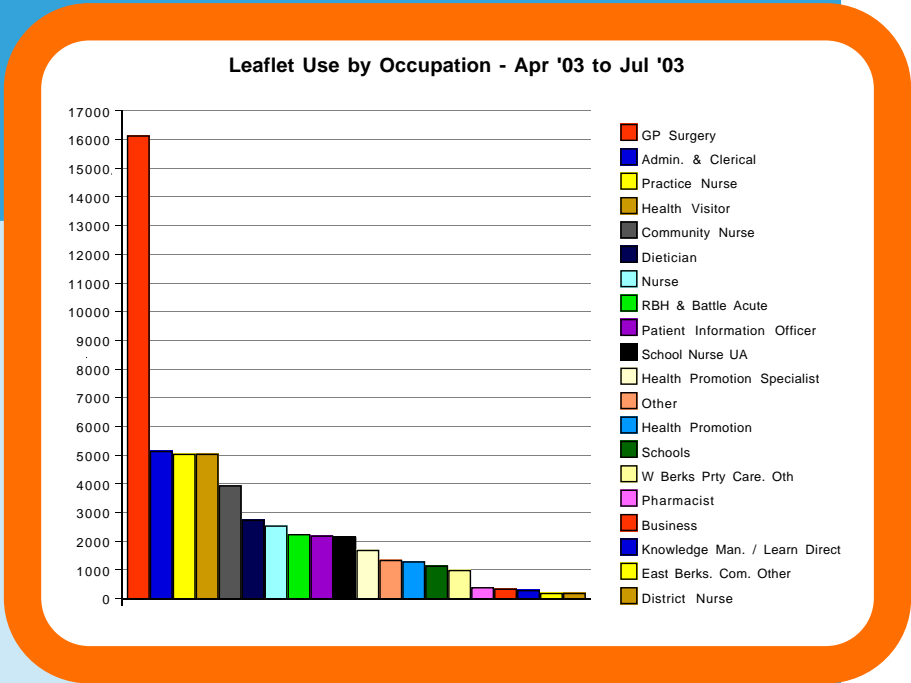


Our main users of hire items are schools, nursing staff, health visitors and dietitians.

We cannot break down these figures by work area yet but intend to add this feature in the next round of updates to our system.

Supply Item Use by Occupation

This chart shows the use of supply items (leaflets and posters) by client occupation.



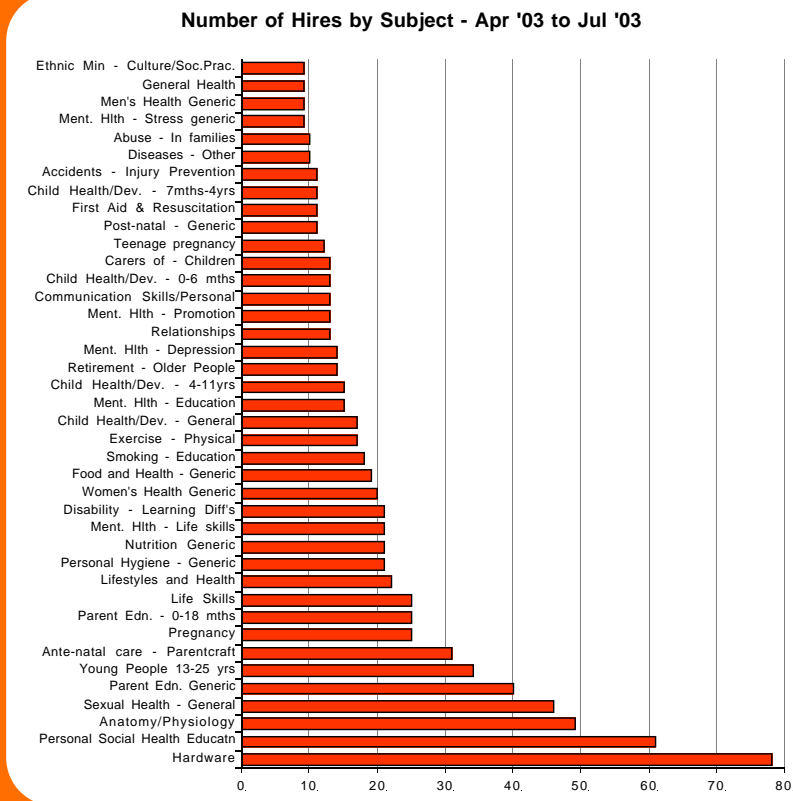
GP surgeries are our main users, by a factor of three.

The Admin & Clerical category are mostly surgery receptionists or support staff for health visitors, etc., and are almost all NHS staff.

The other significant users of supply items are Health Visitors, Community Nurses and Dietitians.

Subject of Borrowed Items

This chart shows the top 40 subjects of borrowed items.

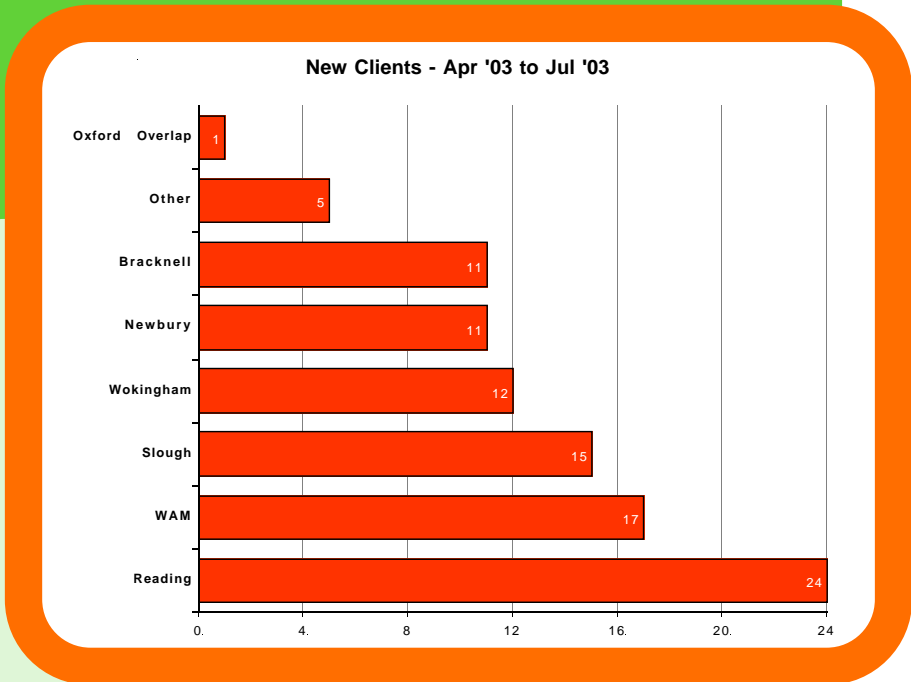


The top type of resource borrowed is hardware/equipment. This includes display boards, overhead projectors, etc.

New Clients

This chart shows the number of clients joining the service from April to July inclusive, sorted by work area.

In total **97 new clients** joined in this four month period. This is just over **one new client each working day**.

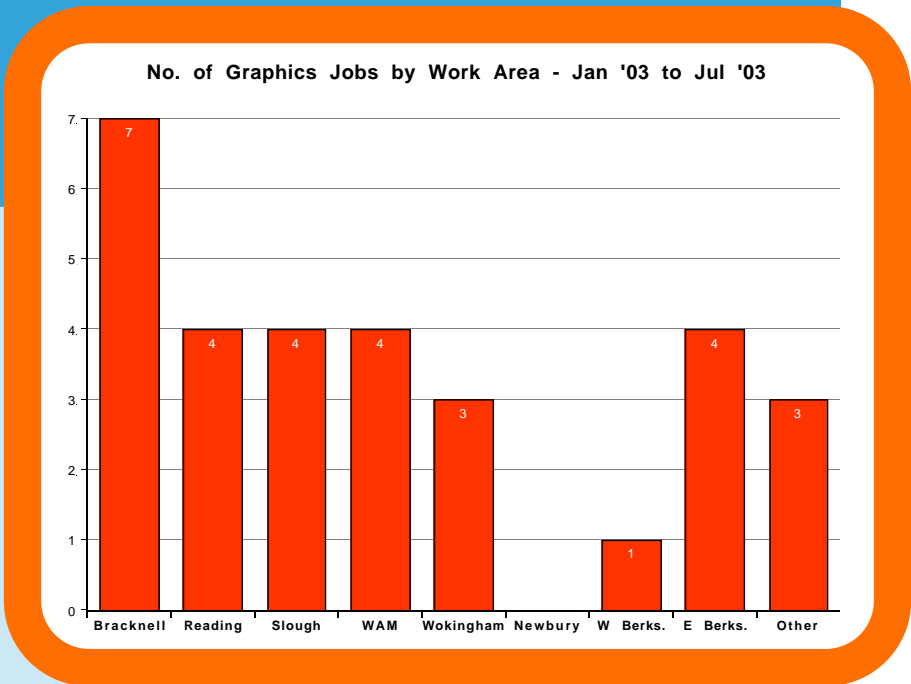


Our old system (pre April '03) could not supply these statistics so these figures are from April only.

Graphics Design Jobs

This chart shows the number of jobs completed by the department in the period January 2003 to July 2003 inclusive, sorted by the work area of the client requesting the job.

The Graphics design service completed **30 jobs** during this period.



The spread of jobs has been fairly uniform, apart from Bracknell and Newbury.

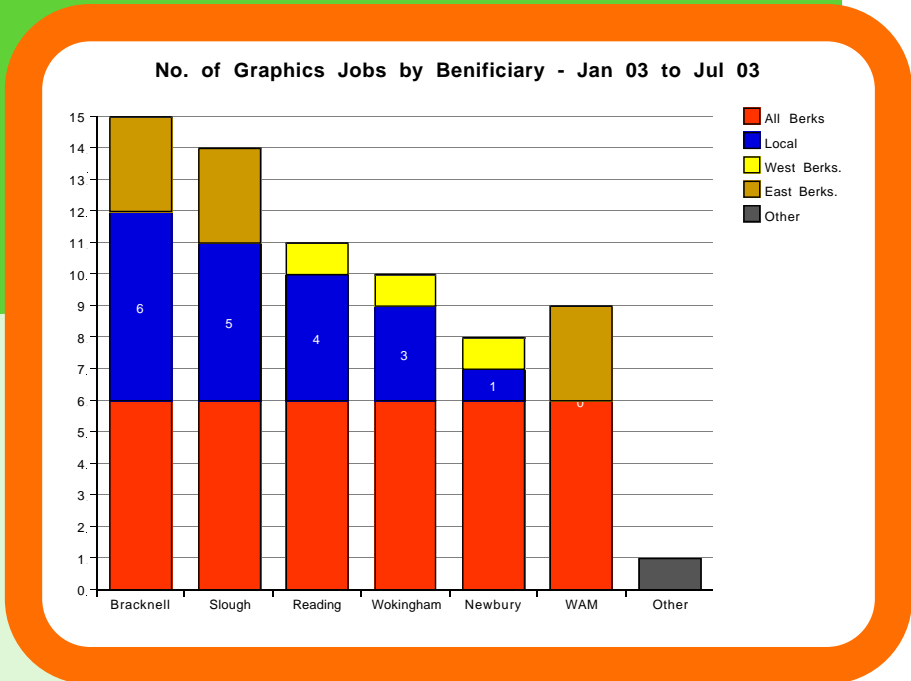
It must be remembered that we can only do jobs as users bring them to us. We do use an application/evaluation form to ensure jobs are properly thought through and supported. We currently go ahead with about 75% of all applications.

The graphics service is becoming busier, and recently, for the first time, we have had to turn jobs down as we already had work right up to, and past, their deadline.

It's only fair to mention that we are currently working on three jobs for Newbury, to be finished in Sep./Oct., so are outside the period of these figures.

Graphics Design Jobs

This chart shows the number of graphics jobs completed, sorted by which area will benefit from the finished item.



Due to the majority of our jobs being of benefit to the whole of Berkshire there is a more even spread of benefit from the work. Even so, there is a factor of nearly two between Bracknell and Newbury.

Graphics Jobs Examples

Slough Health Activists Leaflet



health activist

Slough NHS Primary Care Trust
A teaching Primary Care Trust

Background

- CHD high in Slough
- CHD higher in certain communities e.g. South Asian community
- Slough PCT is committed to working with local people in the prevention of CHD
- Evidence based community approach

Learning Outcomes

Students able to:

- Display knowledge of their communities
- Outline process of CHD and risk factors
- Deliver correct health information messages about risk factor reduction
- Work with groups
- Plan and evaluate health activist sessions

Partnerships & Settings

- East Berkshire College
- Thames Valley University
- Local Community Venues
- Open College Network
- Local Community
- Slough Primary Care Trust

Impact and Evaluation

- 1,300 people accessed healthy lifestyle messages
- Over 87 sessions run
- Changes in behaviour and knowledge documented

Strategy and Sustainability

- Meeting national and local priorities
- Developing local capacity
- Addressing inequalities
- Involving local community
- Improving local health
- Mainstream public health work
- Plans for diversifying under way e.g. through Older People's Forum, mental health promotion, learning disabilities

Network Meetings

- Further training for health activists e.g. blood pressure, oral health, diabetes, importance of social networks
- Opportunity to share practice and network
- Learn new skills

Sister Foundation Course

- 27 professionals have attended workshop about CHD
- Mentor training to be designed in order to assist and mentor health activists

Course Development and Format

- Free course
- Accredited level 1 open college network
- First course had 71 students 18 of whom are active in the community

This was produced to help publicise the Slough Health Activists programme. There was also a two-panel display in a similar style.

Graphics Jobs

Physical Activity Display

Physical Activity: The Lost Art of Movement

Am I active enough to be fit and healthy?

Ask yourself the following questions:

- Do I do any activity for a continuous period of 30 minutes daily that causes me to breathe more heavily?
- Can I walk up a flight of stairs without breathing more heavily?
- Can I weigh the same as I did five years ago?
- Do I ever make a conscious effort to be physically active?


If you answer 'no' to any of the above questions then it is more than likely that you are not active enough to benefit your health.

It's official... Moderate intensity physical activity, when done regularly, helps keep us fit and healthy.

The benefits of physical activity last for as long as we are leading an active life.

To keep up our motivation to stay active we need to pick activities that we:

- Enjoy
- Fit into our lifestyle
- Can stick to



What are the recommendations for physical activity?

For Adults: Take 30 minutes of moderate intensity physical activity on at least five days of the week. These 30 minutes can be accumulated in ten short bursts of 10 minutes, but ideally should be one sustained activity.

For Young People: All young people should participate in physical activity of at least moderate intensity for one hour per day. Young people who currently do little or no activity should participate in physical activity of at least moderate intensity for at least half an hour per day.

Getting started

Structured Exercise

- Brisk walking
- Swimming
- Cycling
- Gym work
- Exercise class
- Dancing

Active Daily Living


- Walking to the shops
- Walking the children to school
- Gardening
- DIY
- Housework

Most people find it difficult to make enough time to do 'Structured' Exercise free times per week.

A good way to start, if you have been inactive for a while, is to pick two activities from the 'Structured List' and three from the 'Active Daily Living'.

Any contribution will do as long as the activity gets you breathing more heavily for 30 minutes or more.

Physical activity exercise and sport




Moving on

If you are moderately active you may like to choose a variety of activities from the sport, exercise and physical activity categories.

Safety tip

If you have been inactive for a while or have had any health problems, such as high blood pressure, back or joint problems, or are recovering from an illness, check with your doctor first.



How active are we?

- 1 out of 10 men and 1 out of 10 women are not active at all.
- 1 out of 10 men and 1 out of 10 women are not active enough to benefit their health.
- 1 out of 10 men and 1 out of 10 women are not active at all.
- 1 out of 10 men and 1 out of 10 women are not active enough to benefit their health.

Physical activity and health

- Physical activity reduces the risk of developing Type 2 diabetes by 26%.
- Physical activity can prevent up to 30% of falls among older people.
- Physical activity reduces the risk of hip fracture by 30%.
- Physical activity reduces the risk of coronary by 37% and of stroke by 26%.

Relative risk factors for coronary heart disease

What's the evidence?



This diagram represents an estimation of how much each risk factor contributes to death rates from CHD (under 75 years). The overlapping areas represent those who had more than one risk factor.

This display was produced for Bracknell. We will make a copy available for hire in the resource library.

Graphics Jobs

Custom No Smoking Day Poster

Sick of Smoking?
National No Smoking Day (NSD) - March 12th 2003

Sick of Smoking?
Ask smokers if they are 'Sick of Smoking?' and use No Smoking Day to show them the help available for them to stop.

Sick of Spending?
Use the No Smoking Day money calculator available from our web site to help smokers work out how much money they spend on smoking.
www.nosmokingday.org.uk

Sick of Sneaking?
Help smokers who are feeling guilty about a sneaky cigarette when they are trying to stop by giving that extra bit of support on No Smoking Day.

Sick of Standing out in the cold?
Smokers are frequently sent outside, whatever the weather. Help bring them back in the warm by stopping smoking.

Sick of Squandering?
How many smokers you talk to feel they are squandering their money on cigarettes each week? Help them save by helping them to stop with NSD.

Sick of Scrimping?
A twenty a day habit will cost a smoker nearly £2,000 a year! A major reason smokers give for wanting to stop is to save money.

Sick of Staff breaks?
It takes 5 mins to smoke a cigarette. If a person smokes 10 a day that's nearly an hour lost a day. Help employers to help their staff members stop smoking and make the workplace a healthier, more effective place.

Sick of Stink?
Sick of the stink in your hair, clothes and furniture? Use NSD to help smokers stop smoking and freshen up.

Sick of Sicknotes?
An estimated 25-35% of sick days off work are smoking related. Use NSD to help smokers in your workplace to stop.

Sick of Statistics?
Smoking related diseases cause 120,000 deaths a year in the UK. Help reduce this figure by helping smokers stop for NSD.



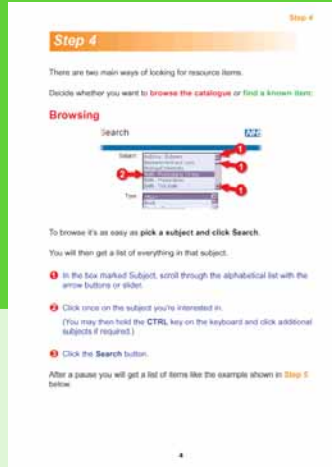
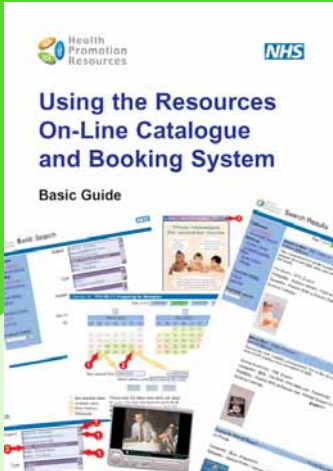
Poster produced by
Berkshire Health Promotion Resources
www.bhp.org.uk 0753 35 8878

Wokingham NHS
Primary Care Trust

This poster was produced for Wokingham PCT for No Smoking Day. It was a customised poster but based on the design for this year's campaign.

Graphics Jobs

On-Line System Basic Guide



This is a step by step user's guide to our on-line catalogue and booking system.

It is a basic guide and explains only the essential steps required to find items and order/book them. It is aimed at first-time users and explains each step very simply.

There is a copy of the guide in the Information Folder.



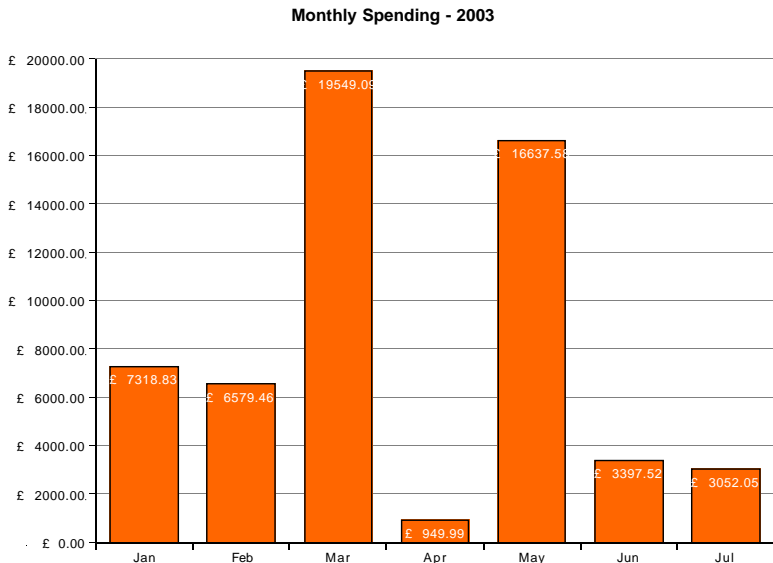
Spending

Monthly Spending

This chart shows the amount spent each month, Jan to Jul 2003.

Total spent in this period: **£57,484.52**

Annual non-pay budget: **£63,500**



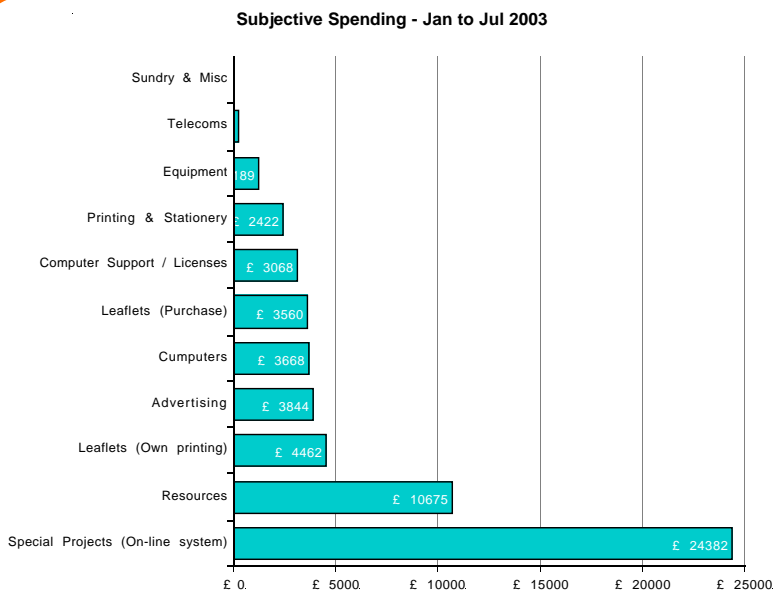
This period is 7 months but covers the end of 02/03 budget and part of 03/04.

In March we had to replace the A1 size poster printer in the graphics department. The previous one had broken down and was five years old. The new Epson printer is better than the previous one (has 7-ink photo-quality printing). It cost £3,500.

Before we replaced the printer we had to get some jobs printed externally. One eight panel display cost £350 to print.

Subjective Spending

This chart shows what we spent money on in the period Jan to Jul 2003.



By far the biggest spending was on the development of our new IT system.

Although the creation of the basic system was paid for separately, this period includes extra work involved in commissioning the system and the production of hundreds of previews.

This spending should reduce but we do have a long list of new features and updates we would like. The system is currently one of the best available in the country so should be invested in to keep it that way.

Our second largest spending, by a good margin, (£10,675) is for new resource items. This reflects our drive to modernise the library and replace lost and damaged items.

The majority of our leaflets are free. *Leaflets (Printing)* is for leaflets we produce ourselves, *Leaflets (Purchase)* is for titles we have to pay for.



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