

Report on Health Information Week

July 4th – 10th 2016



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Developing people
for health and
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1. Aim

Health Information Week (HIW) is an annual, multi-sector campaign to promote the good quality health resources that are available to the public and to encourage partnership working across sectors. HIW acts as a focus for work that continues throughout the year and it is hoped that the campaign should benefit all staff and the public by raising awareness of the resources that are available to them. A joint aim of the campaign is that staff will benefit by initiating and building on working relationships outside of their own departments and sectors.

2. Background

Health Information Week has been running since 2005 as a West Midlands initiative but, this year, HEE Midlands and East Executive Team provided formal endorsement and support of Health Information Week as a geography-wide initiative, across West Midlands, East Midlands and East of England.

Knowledge for Healthcare: Health Literacy Priorities

Knowledge for Healthcare was signed off by HEE Executive in September 2014 and published in December 2014. This development framework for NHS Library and Knowledge Services in England 2015-2020 sets out an ambitious vision for these services over the next five years:

Our vision

NHS bodies, their staff, learners, patients and the public use the right knowledge and evidence, at the right time, in the right place, enabling high quality decision-making, learning, research and innovation to achieve excellent healthcare and health improvement.

Supporting Health Literacy is a key workstream in the delivery of this vision in order to enable the public, patients and carers to use the right information to improve health and wellbeing, for self-care and to support shared decision-making.

- *In England, 42% of working-age adults (aged 16-65) are unable to understand or make use of everyday health information.*¹

Healthcare librarians and knowledge specialists are uniquely positioned to work with partners to support healthcare staff to deliver improvements in public health by Making Every Contact Count and to ensure that patients, carers and families can access the information they need.

Three key priorities have been identified to deliver this aim:

- To increase the confidence and capability of *healthcare library and knowledge services staff* to train and support the healthcare workforce and collaborate with other information providers to signpost, evaluate and use health and wellbeing information.

¹ Rowlands, G., Protheroe, J., Richardson, M., Seed, P., Winkley, J. and Rudd, R. (2015) The health information gap: the mismatch between population health literacy and the complexity of health information; an observational study. *British Journal of General Practice* 65 e379-386

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- To equip and support *healthcare staff* to signpost and use high quality health and wellbeing information and to share guidance on evaluating information
- To equip and support *information providers in the public and third sectors* to find, signpost and use high quality health and wellbeing information and to share guidance on evaluating information.

These priorities will be delivered nationally by working with partner organisations including NHS England, Public Health England, Society of Chief Librarians and the Reading Agency.

Health Information Week (HIW) July 4th to 10th 2016 supports the above national priorities.

3. Communication

A section on the new HEE West Midlands Learning website was developed (<http://learning.wm.hee.nhs.uk/health-information>) to provide information for staff, which included:

- About Health Information Week
- Press release
- Diary of events
- Previous Reports
- Ideas for holding a health event
- Core resources of health information

All of the information and documentation was disseminated as widely as possible, in particular to these staff groups:

- Health librarians
- Public Librarians
- Health Promotion & Public Health
- Specialist Resource Centres

Staff were encouraged to collaborate with the other staff groups in their local area and to be creative in their ideas, eg: putting up displays where they would not normally promote their resources, holding health fairs, holding competitions and raffles etc. to encourage participation.

Some information providers prefer to concentrate on a specific topic or issue, rather than the wide subject of health information. If this is the case, staff were advised to promote information for some of these public health issues:

- Reduce the number of people who smoke
- Reduce obesity / increase exercise
- Support sensible drinking
- Improve sexual health
- Improve mental health and wellbeing
- Tackle health inequalities

Staff were encouraged to share their promotion materials so that a wider audience was reached.

Social media campaign:

The proposal was to widen the promotion of this initiative across Midlands and East for the 2016 campaign, but actually the communication was disseminated nationally, across England, with the help of HEE communications team and Library and Knowledge Services (LKS) staff.

To make the most impact, we worked with our Midlands and East communications team to take this forward, including creating daily emails and tweets for the campaign week (Appendix 1). The email bulletins were distributed to HEE staff across England and via LKS Leads to all NHS library staff and via Public Health and Public Library Leads to their staff in the Midlands and East area. These bulletins were then cascaded further to local networks. Staff were encouraged to use the Twitter hashtag #HIW2016 and #HEELKS to publicise their events. There were daily tweets that were automatically sent from the various HEE comms Twitter accounts and these were re-tweeted widely during the week.

4. Feedback

Many staff from the different sectors involved in HIW2016 sent back feedback and their own summaries of their events which have been extremely useful and will help in planning for similar events and campaigns. A summary of feedback received:

New partnerships:

Staff have reported making new contacts, renewing old ones and arranging new regular drop-ins etc for the future. There were a few enquirers before the week started, asking for contacts from Sarah's mailing list in order to make partnerships in their locality and there were many requests during and after HIW of staff wanting to be added to the Health Information Network mailing list held by Sarah Greening. This mailing list is for any staff who are interested in providing health information to the public and the list receives a monthly newsletter and updates on HIW.

HIW materials:

Staff reported finding the email bulletins very useful and the impact was greater by the fact that everyone was repeating the same message on the same day. The e-poster was appreciated as it gave staff a generic poster that they could adapt to promote their own events locally.

Impact of events:

There were many different types of event listed on the Events Diary and during the week there were many more set up. These ranged from manned displays in hospital foyers to big health events with multiple stands from different organisations including health promotion and charities etc. Feedback from these events detailed:

- the number of visitors attending the stand
- the wide range of staff groups that attended were not the usual library customers
- the number of new registrations for OpenAthens accounts and library membership
- the number of queries answered
- requests for library staff to visit a department
- new literature search requests
- people from visiting organisations reported a friendly welcome by the hosts and appreciated the great opportunity to promote their information to a different audience.

5. Evaluation and Conclusion

Every year, the breadth and range of events and displays improves and attracts more participants which is a direct result of the hard work and dedication of staff involved from all sectors.

The endorsement from the Midlands and East Executive Team, as part of the delivery of the Knowledge for Healthcare strategy across the Midlands and East, was key in engaging staff not just in this area, but nationally. Professor Simon Gregory, Director of Education and Quality and Postgraduate Dean for Midlands and East and Professor Russell Smith, Postgraduate Dean for West Midlands each provided a quote for use in the communications which helps to make the campaign more powerful.

The power of the social media campaign was the primary factor in raising awareness so widely. The hashtag #HIW2016 reached over 1.3 million Twitter accounts during the week. By following the spread of the hashtag, the impact was clearly evident. For example, staff in organisations that would not have received any information before the week, managed to put health information displays up and start tweeting about it by mid-week. There were even tweets from other countries in Europe which shows that the appetite for such a campaign is huge and should be capitalised on in the future.

It is clear that HIW fulfils one of its aims – to encourage partnerships across sectors. There are many reports of new relationships being formed as a direct result of HIW and these relationships developing into regular drop-in sessions or events which benefits the public throughout the year, not just in this week. Some staff are already planning what they will do next year for HIW whilst building on relationships during the coming year. The gathering of attendance statistics and the evaluation of sessions and events is crucial to visualising the impact of such campaigns both for the participating staff and for potential funding opportunities for resources in the future. From the feedback received from staff, each of the 3 health literacy priorities listed above have been demonstrated at varying levels. In particular, library staff have demonstrated their support of other healthcare staff to access health information for their patients. The ultimate long-term benefit to the patients themselves is more difficult to evaluate.

These successes could not be achieved without the support and hard work of so many people from all sectors and it is rewarding to see that this has become more than an annual campaign but has evolved into more regular events and partnerships throughout the year. The date has been set for the next year's campaign – July 3rd-9th 2017 and there are already plans in place for HIW to be a national initiative next year.

Appendix

Daily Email Bulletins and Tweets

Mon 4th July

Intro message: to be sent Monday morning and then the daily bulletins to be sent at lunchtime each day

Subject: Health Information Week 4th-10th July

Message:

Midlands and East Health Literacy Initiative: Health Information Week Campaign

[Knowledge for Healthcare](#), published in December 2014, is the development framework for NHS Library and Knowledge Services in England 2015-2020 and sets out an ambitious vision for these services over the next five years:

Our vision

NHS bodies, their staff, learners, patients and the public use the right knowledge and evidence, at the right time, in the right place, enabling high quality decision-making, learning, research and innovation to achieve excellent healthcare and health improvement.

Supporting Health Literacy is a key workstream in the delivery of this vision in order to enable the public, patients and carers to use the right information to improve health and wellbeing, for self-care and to support shared decision-making.

“We live in an information rich age where often the role of healthcare professionals is to aid and clarify understanding. As a doctor, I see health literacy as key to empowering patients, carers and the public to make their own choices and decisions.” Prof Simon Gregory, Director of Education and Quality and Postgraduate Dean

Midlands and East Health Information Week (HIW) July 4th to 10th 2016

[HIW](#) is a West Midlands led initiative, established since 2005, that supports the above national priorities. We are widening the promotion of this initiative across Midlands and East for the 2016 campaign.

HIW is a multi-sector approach to promote high quality health information resources and support that are available to healthcare staff, patients and the public. A [diary of events](#) is available for the week across a broad range of organisations, including NHS library and knowledge services, public libraries, public health and charities.

We are distributing daily emails and tweets for the campaign week and we would appreciate your support by forwarding these messages when you receive them.

Follow [@NHS_HealthEdEng](#) and [@K4H_PPI](#) on Twitter and use hashtags: #HIW2016 #HEELKS

Mon 4th July

Subject: Health Information Week 4th-10th July

Message:

“What is Health Information Week and how do I get involved?”

Today, we encourage you find out more about [Health Information Week](#) and to look at the [diary of events and displays](#) that you can visit this week. Historically, HIW has been a West Midlands-wide initiative and therefore most of the events this year are in this area but if there isn't anything listed near you, please ask at your local public or health library and they will be happy to show you the extensive health information resources they have available to support the health information needs of patients and the public.

This week, we ask you to start the conversation with other health information providers in your area so that you can improve access to health information and information literacy for patients and public in your area.

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Next year HIW will be July 3rd-9th 2017 – get it in your diary now! You may be inspired to take part in next year's Health Information Week perhaps? You can find [ideas for holding an event and resources you can order](#). Please contact sarah.greening@wm.hee.nhs.uk if you are planning to participate.

[Health Information Week](#) is an annual event developed by Health Education England's Library and Knowledge Services to support patients and the public with their health information needs. #HIW2016

Tweet:

Find out more about Health Information Week 4-10 July at: <http://learning.wm.hee.nhs.uk/health-information> #HIW2016 #HEELKS

Tue 5th July

Subject: Health Information Week 4th-10th July

Message:

"I want to help people find the right health information but I need ideas and suggestions to point me in the right direction"

As part of Health Education England's Knowledge for Healthcare programme, the Patients and Public Information Working Group has provided [guidance for staff](#) to improve their provision of health information to patients and the public. This guidance is primarily aimed at health librarians and knowledge specialists, but the [Ideas Bank](#) and [Useful links](#) pages have many ideas suitable for all staff who would like to be more involved in improving health literacy.

Find out more about [HEE Knowledge for Healthcare](#):

Our vision

NHS bodies, their staff, learners, patients and the public use the right knowledge and evidence, at the right time, in the right place, enabling high quality decision-making, learning, research and innovation to achieve excellent healthcare and health improvement.

[Health Information Week](#) is an annual event developed by Health Education England's Library and Knowledge Services to support patients and the public with their health information needs. #HIW2016

Tweet:

Use the Ideas Bank to help provide health information to public and patients at: <http://kfh.libraryservices.nhs.uk/patient-and-public-information/> #HIW2016 #HEELKS

Wed 6th July

Subject: Health Information Week 4th-10th July

Message:

“I know that reading has been shown to improve health and wellbeing but in England, 42% of working-age adults (aged 16-65) are unable to understand or make use of everyday health information. How can I help people improve their literacy and health?”

[Reading Well Books on Prescription](#) – can help you to understand and manage your health and wellbeing using self-help reading. It is endorsed by health professionals and supported by public libraries.

Books can be recommended by GPs or other health professionals from the relevant Reading Well Books on Prescription reading list. People can also self-refer to the scheme and use it without a professional recommendation. All the books are available in almost all English public libraries and many NHS libraries where they can be borrowed free of charge. The tried and tested books have been recommended by experts and found to be beneficial.

If you are a health professional or librarian, see [resources for running BoP](#). There is [evidence](#) from the National Institute of Clinical Excellence (NICE) that self-help reading can help people with common mental health conditions, such as anxiety and depression.

[Mood-boosting Books](#): This scheme is a national promotion of uplifting novels, non-fiction and poetry selected by readers.

We know how important reading for pleasure is and the positive difference it makes to our lives. [Reading Groups for Everyone](#) celebrates reading groups across the UK and is run by the book loving team at national literacy charity [The Reading Agency](#). Reading groups are a great way to make friends, feel connected and empowered and try books you'd never have come across otherwise. Read more about the impact of reading for pleasure in this [report](#).

[Health Information Week](#) is an annual event developed by Health Education England's Library and Knowledge Services to support patients and the public with their health information needs. #HIW2016

Tweet:

Discover the power of reading for improved health and wellbeing:

<https://readingagency.org.uk/adults/quick-guides/reading-well/> #HIW2016 #HEELKS

Thurs 7th July

Subject: Health Information Week 4th-10th July

Message:

“I would like to know when Awareness days/weeks/months are so I can raise awareness in my organisation”

We have produced the [Health Awareness Events Calendar](#) since 2006. On the calendar you will find all of the main health awareness campaign dates. Each Event has a link to a website where you can get promotional materials for doing your own displays in your place of work.

For example:

[Stoptober](#) in October every year

[Self Care Week](#) on 14th-20th November 2016

Take a look [online](#) and you may want to hold a display and promote resources for certain awareness events.

If you would like to subscribe to a monthly newsletter aimed a health information providers, please send your details to sarah.greening@wm.hee.nhs.uk with the subject: Subscribe

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[Health Information Week](#) is an annual event developed by Health Education England's Library and Knowledge Services to support patients and the public with their health information needs. #HIW2016

Tweet:

Find Awareness days/weeks/months on the Health Awareness Events Calendar

<http://learning.wm.hee.nhs.uk/events> #HIW2016 #HEELKS

Fri 8th July

Subject: Health Information Week 4th-10th July

Message:

“How do I learn how to ‘Make Every Contact Count’?”

Making Every Contact Count is an evidence based approach which aims to improve lifestyles and reduce health inequalities. Making Every Contact Count (MECC) uses the millions of day-to-day interactions that organisations and people have with other people to support them in making positive changes to their physical and mental health and wellbeing. It encourages empowering healthier lifestyle choices and enables individuals to engage in conversations about their health at scale across organisations and populations; exploring the wider social determinants that influence all of our health.

[This website](#) provides resources and information to support organisations and individuals implementing MECC using a range of behaviour change methodologies to make their contact count. The website is aimed at:

- Everyone who comes into contact with members of the public and has the opportunity to have a conversation to improve health.
- Service providers and organisations that have implemented or are considering implementing MECC.

If you are looking for information, advice and tips on giving up smoking, drinking less alcohol or generally improving your personal health, please visit the [NHS Choices](#) and [One You](#) sites which have a wide range of resources to help you lead a healthier lifestyle. You may also be interested in the NHE Employers [emotional wellbeing resource](#) for individuals and [All OUR Health](#).

For access to the MECC e-learning, go here:

<http://www.e-lfh.org.uk/programmes/wm-making-every-contact-count/>

For local authority staff, a less NHS-focused version of the e-tool is here:

<http://warwickshire.learningpool.com/course/search.php?search=mecc>

[Health Information Week](#) is an annual event developed by Health Education England's Library and Knowledge Services to support patients and the public with their health information needs. #HIW2016

Tweet:

Making Every Contact Count aims to improve lifestyles and reduce health inequalities:

<https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources>

#HIW2016 #HEELKS

Sat 9th July

Tweet:

Next year HIW will be July 3rd-9th 2017 – get it in your diary now! <http://learning.wm.hee.nhs.uk/health-information> #HIW2016 #HEELKS