

Health Protection Outreach Model

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let's talk
Newcastle

Covid 19 Seasonal Booster Campaign

- An essential pharmacy service by numbers

FOUR

The number of community pharmacies providing spring booster covid 19 vaccine to care home residents and housebound patients

SIXTEEN

The number of community pharmacy sites providing spring booster vaccination across Newcastle. Many in lower uptake areas

83.6

The percentage of spring booster vaccines delivered by community pharmacy

NECS data dated 17.6.23

Health Protection Outreach Model - Overview



- Offers a range of health checks (but not the NHS Health Check) and vaccinations within communities, helping to address health inequalities across Newcastle
- Commissioned from two providers, Wells Pharmacy and Knights Pharmacy to deliver a roving model offering three clinics per week January – May 2023.
- Clinics have been delivered in the East, West and Central parts of Newcastle
- Review ongoing



Health Protection Outreach Model

The approach

The programme:

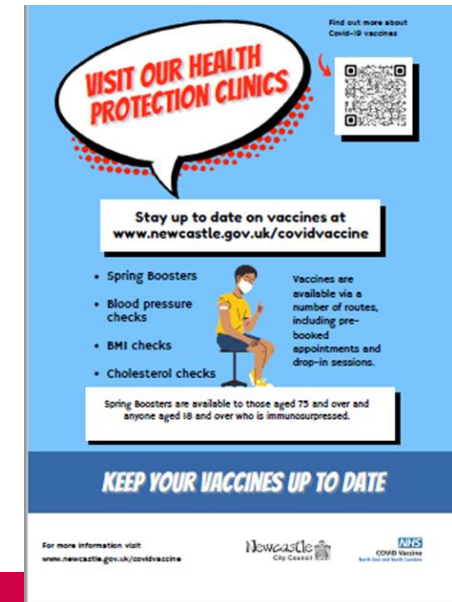
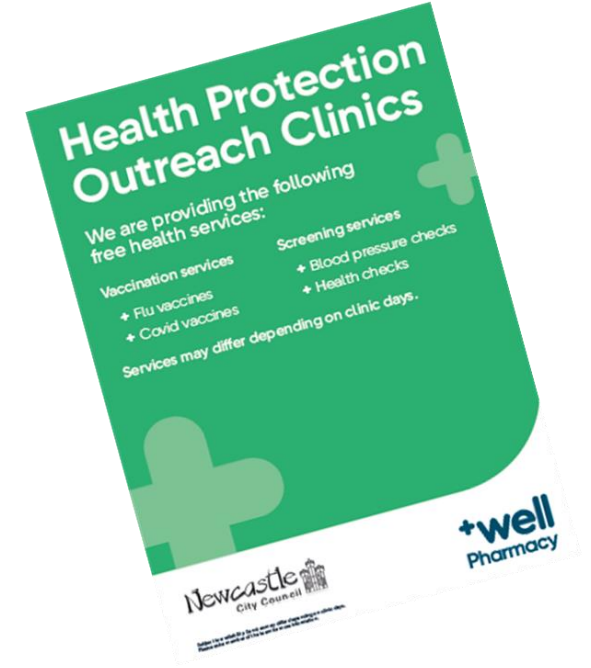
- Implement learning from the covid 19 vaccination outreach model
- Be reactive to local insight and feedback from Community Champions and Outreach Team
- Adopt an approach which maximises uptake to those who would most benefit
- Support residents access services closer to home removing barriers e.g. transport, digital exclusion, appointments
- Clinics are supported by our Outreach Team, providing a 'boots on the ground' approach
- Use effective communications to explain the benefits of vaccinations and health checks to residents in a way which resonates to them



The Newcastle Health Protection Offer

Outreach bus to provide screening, vaccinations and health promotion in areas which need additional support to engage with health services, the offer currently includes:

- Covid 19 seasonal boosters and flu vaccine when in season
- Promote key health messages, offer wider screening and immunisation which is tailored to local needs
- Hypertension checks - the case-finding service allows pharmacy teams to identify patients with undiagnosed hypertension by taking their blood pressure – referred to as a “clinic check” – and, where necessary, offer ambulatory blood pressure monitoring.
- Point of care cholesterol testing, patient receives the results in less than 10 minutes
- BMI/Healthy weight checks – advice given on healthy diet and exercise
- All clinics are advertised on our website; services promoted across providers and venues; outreach staff support each clinic; promoted by Community Champions




What does it look like in practice?

- Arranged with the current provider targeting areas with lowest uptake.
- Regular evaluation and review of locations.
- Outreach workers work alongside clinics speaking to members of the public within a mile radius.

Saturday	24-Jun	Bus Clinic	ASDA, Mill Lane, Benwell, Newcastle upon Tyne NE4 6QA 9.00-14.30 16:00-20:00 at St James & St Basil Church.
Tuesday	27-Jun	Bus Clinic	Morrisons Byker, Shields Road, Byker, Newcastle, NE6 1EJ 9.00-17.00
Wednesday	28-Jun	Bus Clinic	Benwell Lane, NE15 6RS (next to the St James church opposite Lidl car park) 9.00-17.00
Friday	30-Jun	Bus Clinic	ASDA, Mill Lane, Benwell, Newcastle upon Tyne NE4 6QA 9.00-17.00



Point of Care Cholesterol Testing

- Finger prick blood test
- Lateral flow device
-  app
- Results in minutes

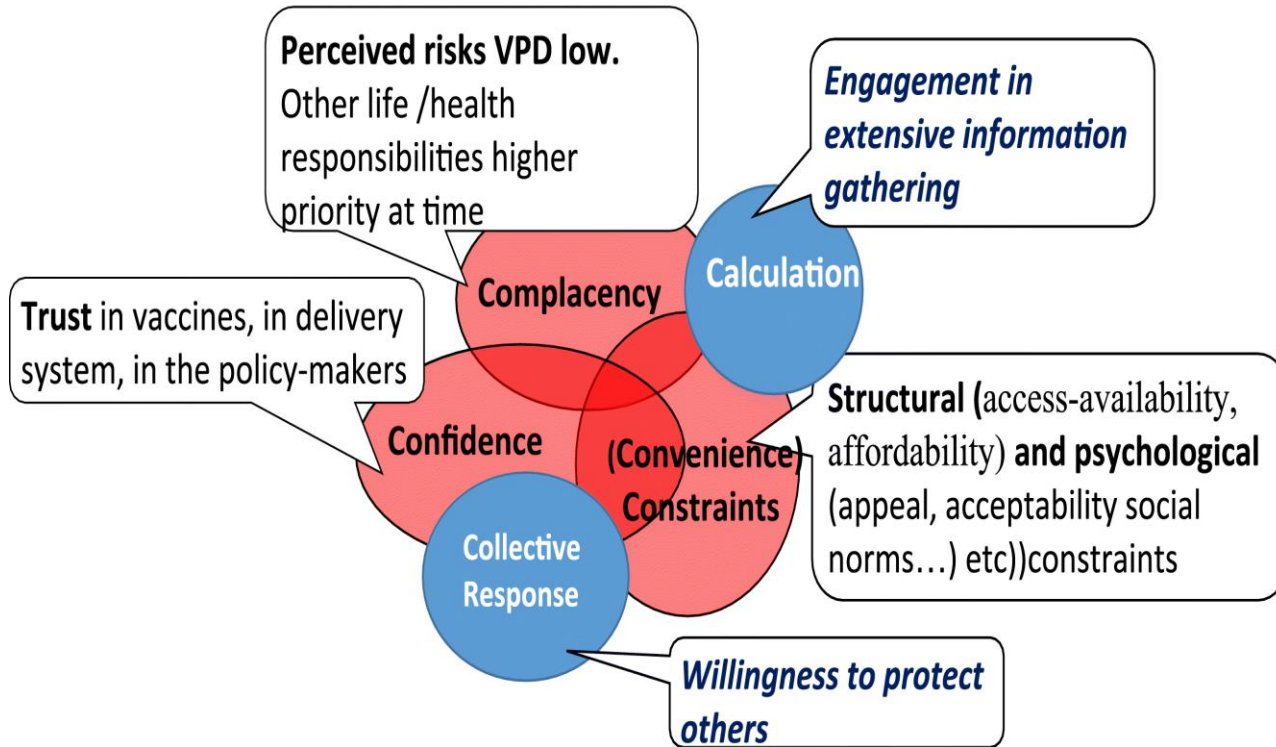
Increases access to testing in communities that probably wouldn't access it; preventing more people from developing cardiovascular disease; reducing inequalities

The outputs so far:

- 46/74 people with total cholesterol higher than 5.0mmol/L (Ideally < 5.0mmol/L)
- 12/74 people with HDL (good cholesterol) of < 1mmol/L (Ideally 1mmol/L or above for men or 1.2mmol/L or above for women)
- 40/74 people with Non-HDL (bad cholesterol) > 4mmol/L (Ideally 4mmol/L or below)
- Less than a handful with elevated TC/HDL ratio (total cholesterol : HDL).
- 9/74 people with elevated triglyceride levels and appropriate advice provided.

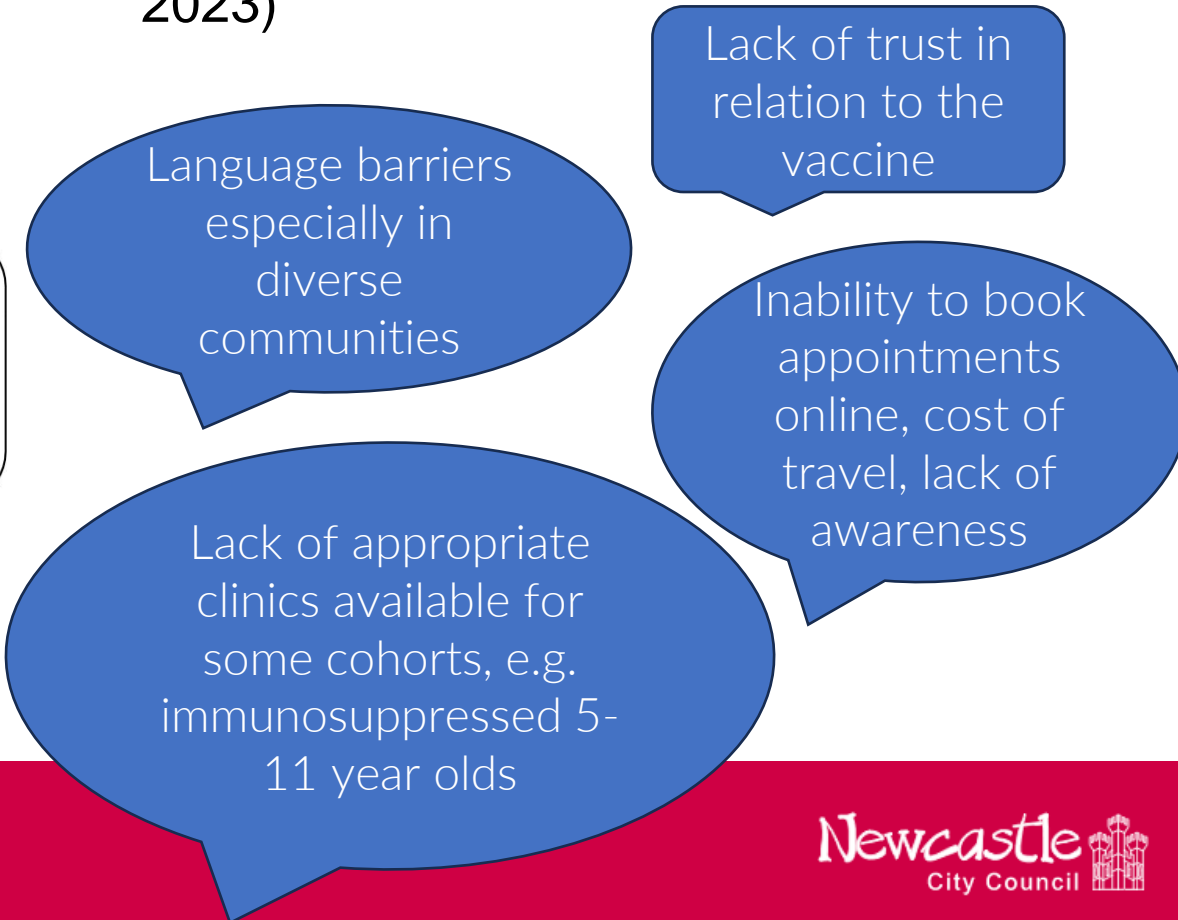
Vaccine Inequalities across the City

3C's → 5C's Vaccine Hesitancy



<https://www.facetsjournal.com/doi/10.1139/facets-2021-0037>

Local targeting through data interrogation (uptake varied from < 30% to > 70% for spring booster by June 2023)



How have we done?

Provider	Covid Booster	Flu vaccine	Blood Pressure Checks	No of patients referred for further investigation
Knights Pharmacy January – mid June 2023	670	73	1473	230

Lovely staff,
pleasant and
welcoming

Very helpful - I'm
glad you do this
service and get your
results straight away

Lovely staff who
reassured me
about my blood
pressure and
cholesterol

Identified high
blood pressure,
which I will make
GP appointment
for - very good
service.

Feedback from some residents using the Outreach Bus

Nice staff, good idea
to get things checked
that you can't get in
doctors for

Very good service,
especially with it being hard
to get doctor appointment

Amazing quick
service, convenient
located in town and
good team

Lovely staff and excellent service -
NHS were wanting to send me to
Bradford for vaccine so this is
ideal!

Learning so far – What didn't work so well



- Some preference to go to venues with higher footfall even though funding is by the day not fee per item
- Preference to use the bus rather than indoor venues
- Weekend clinics have been difficult to arrange with providers but essential for those working long hours during the week
- Different vaccines and interventions caused confusion with the public

Learning so far – what worked well



- Great working relationships - outreach team and clinicians overcome obstacles to offer an efficient service.
- Positive uptake within communities
- Successful events with support of mosque leaders - removing barriers, gaining trust and sharing communications through trusted community figures.
- Smaller bus = greater access.
- Outreach Team flexibility support clinics ensuring a positive experience
- Evening clinics offered
- Cholesterol testing accepted to provide results within 10 minutes.

Thank You

