



Yorkshire  
Wildlife Trust



Humber Teaching  
NHS Foundation Trust



Holderness Health Trainers

Annual Report 2019

healthtrainers  
working with fishermen



## Executive Summary

- Following successful applications to the Holderness Fisheries Local Action Group and the GetSeaFit Programme this programme secured funding to operate a dedicated service from October 2018 to March 2020. Through a specialist tripartite agreement, the Humber Teaching NHS Foundation Trust has provided two full-time health trainers (equiv.) supporting targeted industry engagement across the Holderness.
- The service has performed well and engagement has exceeded predicated levels, however the team report that service uptake can be highly variable, attributed to weather and industry workload.
- Commencing quayside operations from October 2018 this service has engaged with 349 fishermen, family members and individuals from the wider fishing community, culminating in the delivery of 97 health checks.
- 104 referrals have been made from basic health checks into wider Health Trainer delivered services, where a number of individuals have engaged multiple services to deal with a range of highlighted issues.
- 61 referrals have been made to wider and ancillary specialist services including a dedicated physiotherapist and IAPT worker service.
- Social prescription engagement has been lower than expected with the project team trialling a series of events with variable success. Attendance has been below expectations, but has provided a pathway for engagement with fishermen and the wider community leading to increased health checks or service requests.
- A specialist Dentaaid event highlighted a specific need for intervention and preventative care in dental works, with 16 fishermen assessed over two days, culminating in 17 extractions, four filling and one full set of dentures.

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## Project Background

This programme was designed to provide a range of focused health services to the local fishing industry and wider fishing community in the Holderness Coast, who struggle to access standard services due to the constraints of working in the fishing industry. Employing dedicated NHS staff, this programme was adapted to allow for delivery on quaysides, ports and harbours along the Holderness Coast to ensure broad encompassing accessibility to the industry, addressing acknowledged limitations from a 2013 pilot programme. Building on industry demand, the project scoped in additional and wider services to allow for focused support on specific issues including dental and physiotherapy elements.

The funded programme provides support for two health trainers; where one role has been split between three part-time health trainer staff, where this approach is proving beneficial as these experienced staff bring a wide range of different skills and specialisms, improving engagement with the industry. The second role attempted to recruit from the industry, but due a number of rounds of failed recruitment has reverted to a dedicated existing health trainer who has been transferred into the programme. The range of experience and variety of skills brought by the team has supported higher than expected engagement, where active participation and service requests have demonstrated a comprehensive buy-in from the industry. The 2013 pilot identified that relationship and trust development are key to service delivery and that an initial period to build trust would be required, reflected in some of the initial month's engagement figures.

A specific request from the industry was to provide a dedicated space for the service, supporting confidentially and flexibility. The pilot programme was operated from the harbour master office and a lack privacy, room availability and access from fishermen located outside of Bridlington where reported barriers to service uptake. To address this a mobile vehicle was procured as part of the programme, and has provided significant added value, acting as a known focal and congregation point for the industry and service advertisement.

## Programme Activity

Commencing quayside operations from October 2018 this service has engaged with 349 fishermen, family members and individuals from the wider fishing community, culminating in the delivery of 97 health checks. 104 referrals have been made from basic health checks into wider Health Trainer delivered services, where some individuals have been offered multiple services to deal with a range of issues. In addition 61 referrals have been made to wider and ancillary specialist services including physiotherapists and the IAPT worker. A full breakdown of service performance against project measures is provided in Table 1. General lifestyle improvement accounted for 56 referrals, MSK 22 and Coronary Heart Disease prevention 21 referrals, identifying key issues within the Holderness industry.

Uptake and engagement was greater at the start of this programme compared to the pilot, which we have attributed to a foundation laid with the local industry and our addressing of key concerns over confidentiality, through using the vehicle as a dedicated secure facility for discussions and health checks. Industry feedback has been particularly positive of the secondary services, where access to physiotherapists, or dentists had been highly prohibitive due to work patterns with some individuals unable to access these services for numerous years.

Guided conversations, face to face and non-face to face contacts have been significant with 342 guided conversations leading to considerable recruitment for health checks and boditrax assessments. 44 individuals have made positive lifestyle changes to address key issues, predominantly weight management or smoking related. DNAs has settled at approximately 10%, which is well below figures generated from the pilot and engagement is exceeding expectations.

*“It means everything to have received the support, I’m now able to eat properly again”*

## Secondary Services

Dentaid – A dedicated service was facilitated on the quayside allowing 16 fishermen to undertake dental assessments. 17 extractions, 4 fillings, 3 scale & polish and one full set of dentures were provided, highlighting a clear need for dental intervention within the local industry. Industry feedback has been highly complementary and a number of additional requests for repeat events have been recorded.

Physiotherapist - A monthly physio service has been developed, allowing for focussed support for a key industry ailments. Due to the physical nature of industry operations particularly within the static gear industry, this service has been a common referral and service uptake has been excellent, with 10 fishermen seen during the launch day of the service and appointments regularly booked through the health trainers.

IAPT - With mental health and personal well-being issues highlighted as a key area of concern within the pilot, a monthly IAPT worker has provided supported on the quayside offering private appointments to individuals. This service has seen a lower uptake than some other services, but has supported a number of priority interventions, reflected in the case studies highlighting factors of loneliness, depression and stress.

Boditrax – The programme procured a boditrax machine through additional funding to aid in health check assessments and provide a more detailed and focused assessment of body composition. This has added value to the programme by identifying specific issues and areas which require attention allowing health trainers to provide individually tailored advice. The feedback system also provides a reinforcement mechanism as monthly improvements can be monitored and highlighted.

Signposting Services – Of particular note the service is now acting as a focal point for interaction with fishermen and providing signposting to wider supporting services. Key interventions include supporting a fishing community member who was made unexpected homeless and working with the local council to arrange emergency accommodation and supporting a fishing family, including two young children who had never seen a dentist to receive check-ups and treatment.

## Events Programme

A formalised events programme was developed and delivered by the Health Trainers team during 2019 with a rotational monthly focus designed to highlight and combat a range of issues including, mental health, isolation, healthy eating and addictions. These were chosen to address recognised key factors and barriers within the industry. A breakdown of monthly activities and services actions are provided in the appended case studies however key highlights of note include;

- I. A Pie & Peas night which was a moderate success and reinforced the challenge that this project faces, despite over 50 fishermen accepting an invitation, only 12 fishermen and industry representatives attended that night. This was mainly due to a break in poor weather seeing most of the fleet head to sea. Specialist talks from the local fishing industry representatives and a marine biologist were warmly welcomed and the industry have requested a similar repeat event.
- II. Fishermen's Friend – a cinema evening showing an industry related film, this event drew in 6 fishermen and their families, with the wider community and public taking the remaining seats. The Health Trainers and Fishermen's Mission attended, providing information stalls and information on the Holderness service and roles of each organisation.
- III. Family Fun Day – an event focused on engagement with the industry and their families, 17 fishermen and their families attended the event. A number of health checks, boditrax scans and guided stop smoking conversations were undertaken with promotion of the service and upcoming events programme for the year. Feedback from the industry was positive, and culminated in a number of follow up appointments.

*"Fishing's a stressful business, it's helped to see someone regularly and talk things through"*

## Financial Overview

The programme is spending to the agreed profile without variance and is aligned with the revised EMFF and SHS consolidated profiles as per the agreed claims schedule.

Clarification on processes to support the team's purchases of social prescription materials and additional item requests have been complicated and required both external legal and technical advice which has now been resolved.

The financial year end in April highlighted some issues with VAT status due to YWT facilitating the project and tripartite contract structure which have been resolved and addressed but have accounted for considerable project management intervention over April and May.

A series of notifications of change with the MMO / EMFF contract have delayed some processes over June – August 2019, however these have been now been resolved.

*“This projects probably the most important and made the biggest difference we’ve seen to the fishing industry in a long time”*





Table 1: Summary Service Performance Figures

<i>Project Measureable</i>	<i>Oct / Nov</i>	<i>Dec/ Jan</i>	<i>Feb-19</i>	<i>Mar-19</i>	<i>Apr-19</i>	<i>Jun-19</i>	<i>Jul-19</i>	<i>Aug-19</i>	<i>Sep-19</i>	<i>Total</i>
<i>Total number of fishermen and their families engaged</i>	30	63	17	52	32	25	57	33	40	349
<i>Number of Healthy Lifestyle Checks/NHS Health Checks delivered to fishermen and their families</i>	15	10	4	5	5	21	22	7	8	97
<i>Number of referrals to other services (e.g. Physiotherapy, IAPT) brief list</i>	3	13	8	5	0	18	5	5	4	61
<i>Case study</i>	0	6	1	1	3	4	5	4	2	26
<i>Number of stakeholder organisations engaged</i>	12	2	8	3	8	6	8	8	7	62
<i>Number of guided conversations (brief advice) with fishermen and their families</i>	23	10	34	58	20	65	57	33	42	342
<i>Number of health interventions completed with the health life style advisors (full engagement 1 – 8 contacts)</i>	0	39	34	11	13	7	3	12	7	126
<i>Number of people who have made lifestyle changes (e.g. stopped smoking, completed a weight management course) within a month</i>	0	6	6	8	8	7	5	2	2	44
<i>Number of face to face contacts for the fishing community within month</i>	32	99	28	46	18	65	66	12	7	373
<i>Number of non-face to face contacts recorded for the health trainer for the fishing community</i>	25	10	9	31	5	5	1	8	3	97
<i>Number of appointments cancelled/DNAs</i>	4	10	4	4	0	2	13	1	1	39
<i>Total number of referrals made into the health trainer service and the source of referral</i>	11	18	11	13	5	18	10	10	8	104
<i>Total number who are active on the health trainers' caseload</i>	9	31	22	22	4	11	13	17	16	145