

# Tools for a Brave New World – part 2

In this issue, we conclude our two-part feature on tools and approaches to assist community-led organisations affect change in health improvement and tackling health inequalities.

We received a positive response from part one with organisations receptive to the new tools but, at same time, emphasising that tools are all very well but they need to be implemented from a strong value-base which reflects personal and collective empowerment and a commitment to good health for all.

Visioning Outcomes in Community Engagement (VOiCE) was initially introduced to strengthen planning and evidencing community engagement across Community Learning and Development Partnerships. More recently, NHS organisations have become interested in using the tool. The Scottish Health Council has promoted it with Health Boards to implement the 'Participation Standard'.

Additionally, we look at our own Health Issues in the Community training course which has recently been revised and which uses challenging and stimulating approaches to examine the social model of health as well as tackling a range of issues and topics relevant to individuals and communities

Elsewhere, we hear about the activities of the Communities for Health Advisory Group (CHAG) which was formed as a direct result of CHEX's first national conference, held in Glasgow in November 2009, when delegates decided to take collective action on five key outcomes developed during the day.

We also hear about a team of enthusiastic volunteers who have been promoting a range of community health messages within the local communities of East Dunbartonshire as the result of a partnership between the Volunteer Centre East Dunbartonshire and the local Community Health Partnership.

Visit [www.chex.org.uk](http://www.chex.org.uk) and [www.scdc.org.uk](http://www.scdc.org.uk) for useful tools and resources.



*Read more about Health Issues in the Community on page 2*

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# “C’mon the HIIC”

## - Health Issues in the Community

The headline above illustrates the enthusiasm that Health Issues in the Community (HIIC) students have for the course. Abstracted from an evaluation for this year’s annual HIIC conference, it indicates very effectively the passion that both students and tutors have for this highly regarded course. In this article, Robert Cuthbert, CHEX Development Manager talks about why and how HIIC is lasting the course of time. 10 years on and after several reinventions, the heart of the course continues to inspire local people to participate in learning that equips them to changes their lives.



*Lyn Tett, University of Edinburgh, addresses delegates with conference chair Emma Witney, NHS Scotland, looking on*

### The Conference

Held in Glasgow in October 2010, the conference was attended by over 70 Tutors and course participants from across Scotland. Chaired by Emma Witney, Advisor for Health Inequalities at NHS Health Scotland, the conference covered a number of themes through workshops and informal discussions.

Both Emma and Lyn Tett, from the University of Edinburgh who gave the closing speech, have been strong supporters of HIIC from its inception some 13 years ago. Up until March

2010, the University of Edinburgh provided the course accreditation and Lyn was responsible for marking the assignments and registering tutors. She also helped shape the direction of HIIC through her contribution as a member of the HIIC core group. Lyn is retiring this year and we will miss her help and support.

The highlights of the day were two presentations by course participants from North Glasgow and East Renfrewshire who clearly demonstrated how much they had gained from the course - individually and as groups - through their enthusiastic and original approaches to getting their views of the course across.

### The Course

For those who don't know, HIIC stands for Health Issues in the Community and is a training course, originally developed by Jane Jones some 13 years ago. In 2000, responsibility for administering the course was passed to CHEX who, through funding from Health Scotland, has ensured the course has gone from strength to strength.

HIIC is truly national with courses having run from the Western Isles to the Borders. Over the last 10 years, some 200 people have gone through Tutor Training and over 1,000 people have taken the course. In 2009, North Lanarkshire delivered the 100th accredited Part I course in Scotland.

The course is divided into two Parts, each containing eight Units and is delivered by tutors who have undertaken specific training through CHEX. However, the format is very flexible and can be delivered in a whole range of ways – from short “Taster” sessions all the way through to full course accredited training.

The course uses challenging and stimulating approaches to examine the social model of health as well as tackling a range of issues and topics relevant to individuals and communities. Areas covered in the course include community development, poverty, power relationships and discrimination, to name but a few.

During 2010, we have taken the opportunity to make a number of changes to HIIC to ensure it continues to remain up-to-date and relevant for course participants.

Course materials have been revised to ensure examples and exercises are relevant and contemporary. The pack has been redesigned to make it easier for Tutors to use.

But perhaps the biggest change has been to add to our accreditation of Part 1 by successfully achieving accreditation for Part 2 and Tutor Training.

### The Difference

Probably the most important thing about HIIC is that we are very much aware of the impact participating in the course has had for people. They tell us they have:

- Increased knowledge and awareness of health issues which affect their health as individuals and in terms of their community; consequently they are able and willing to contribute to community issues – in terms of health specifically but also in relation to issues of wider community concern
- Developed new skills
- Increased confidence
- Some have gone on to get jobs



*Delegates taking part in one of the conference workshop sessions*

- Some to further study at College or University

**To put it simply...HIIC WORKS: “C’mon the HIIC”!**

For further information, please contact [Robert@scdc.org.uk](mailto:Robert@scdc.org.uk) or [Aileen@scdc.org.uk](mailto:Aileen@scdc.org.uk) or visit [www.chex.org.uk](http://www.chex.org.uk)

## We need YOU to help US! CHEX-Point Readers Survey 2010

We hope you are enjoying this edition of CHEX-Point and have found any previous issues you have received useful in developing your work practice. We do our best to ensure that each issue contains a good mix of interesting and informative articles profiling examples of good practice in community-led health and raising awareness of relevant policy issues.

Eagle-eyed readers will be aware that CHEX-Point has undergone some important changes over the past few years, including the introduction of full colour and a move to a larger font size. In this spirit of continuous improvement, we would like to ask you to complete a simple survey which should only take up a few minutes of your time. Your responses will greatly assist us in making sure that CHEX-Point continues to provide you with some of the tools you need to effectively deliver community-led approaches to health and tackling health inequalities.

Please complete the survey at <http://www.surveymonkey.com/s/chexpoint2010survey> before 5pm on Friday 28 January 2011.

# Engaging Scotland's Communities with Confidence

**CHEX is pleased to promote Visioning Outcomes in Community Engagement (VOiCE) community engagement planning and recording software which has been developed by CHEX's parent organisation Scottish Community Development Centre (SCDC) for The Scottish Government. VOiCE has been designed to assist individuals, organisations and partnerships to design and deliver better community engagement. With VOiCE now available on the web, we take a look at the development of the software and hear about the benefits it provides.**

## **Where did it come from?**

Over the period 2002 - 2005, SCDC led the facilitation of the development of the National Standards for Community Engagement. Over the next two years, SCDC conducted, on behalf of Scottish Government (then Communities Scotland), a national support programme to embed and apply the Standards.

As a result of the evaluation of the national programme and in response to requests from community planning partners across Scotland, the VOiCE tool was developed with the core purpose of providing a framework within which to analyse, plan, conduct and evaluate community engagement activity at both strategic and operational levels.

## **How does it work?**

VOiCE can be used to support a range of participation from overall area regeneration to specific concerns of users of particular services and enables all users to employ a common system for analysing, planning, monitoring, evaluating and recording their community engagement. In relation to particular community engagement initiatives, VOiCE will support users to:

- Reflect on what you are trying to achieve
- Develop plans that relate to your purpose
- Monitor progress in implementing your plan
- Evaluate the process and outcomes
- Learn lessons for future activity

VOiCE is designed in four sections: Analyse, Plan, Do, Review. It takes you through logical steps to facilitate well constructed, managed and evaluated engagement from which you can continuously learn and improve your practice.

Users of VOiCE have identified a wide range of applications and benefits from adopting the tool. VOiCE has been found to be easy and efficient to use. Whilst providing a very thorough approach to engagement of communities, it has also been found to provide a common language for describing community engagement and to offer a straightforward way of understanding the requirements of best practice. In turn, these characteristics have enabled better co-ordination and consistency.

## **Who can use VOiCE?**

As well as being a valuable tool for a wide range of public, private and voluntary organisations as a tool to support direct engagement practice, VOiCE can also be used by community groups and organisations wishing to engage their own communities or initiate engagement between their community and relevant agencies. There are many examples of VOiCE being used in a health setting and, in particular, a voluntary organisation Community Links in South Lanarkshire has been using the tool to engage with their community on behalf of the Health Board.

## **VOiCE Online**

In response to demand from Community Planning Partnerships and a range of other organisations, Scottish Government funded the development of an online version of VOiCE which went live in November 2010 and is free to access. To start using VOiCE online, go direct to the VOiCE Scotland website - [www.voicescotland.org.uk](http://www.voicescotland.org.uk) and follow the easy registration process.

The original version of VOiCE was developed using Microsoft Access software and this is still available. For more information on this or to request a copy on disc, please contact Paul Nelis ([paul@scdc.org.uk](mailto:paul@scdc.org.uk)) or David Allan ([david@scdc.org.uk](mailto:david@scdc.org.uk)). For more information on SCDC, visit [www.scdc.org.uk](http://www.scdc.org.uk)

# Up for It using VOiCE to support Community Led Health

Up for It? is a health and lifestyle programme running in targeted areas of South Lanarkshire, aimed at motivating behavioural and lifestyle change. The programme – which won the NHS Health and Life Improvement Awards at the Scottish Health Awards 2010 – provides free support and access to services focussed on identifying individual and realistic improved health behaviour. Project Officer Lee MacLean writes about her experience using VOiCE to plan monitor and evaluate their community engagement activity.

Up for It? is a health and lifestyle intervention programme working with people living in the bottom 15% data zones of South Lanarkshire. 2010 saw us successfully secure funding from the Resilience Fund to open the reach of the project to target those living outwith the data zone areas but still in receipt of benefit. We can see an additional 500 clients in the year to March 2011.

We work with clients who want to make improvements to their lifestyle by tackling issues such as weight management, increasing their physical activity levels, addressing stress management etc. In addition, we work with partner agencies including Liber8 and NHS Lanarkshire's Stop Smoking service to support clients with regard to alcohol and smoking.

For the purpose of the VOiCE pilot, we were particularly interested in finding out what barriers clients faced in attending our service. Initially, we anticipated that 'engage' would be the correct level for our purpose during this pilot. The logical steps and questioning sections of the VOiCE programme led us to adapt during the process and re-evaluate, subsequently changing to 'consult'.

VOiCE has enabled Up for It? to produce a more effective work plan to ensure the type of community engagement activity we undertake will make effective use of the limited resources available to us. The pilot was a success and the process delivered a concise planning and evaluation tool which we can apply to future community engagement activity.

For more information on Up for It?, contact Lee Maclean, Project Officer by telephoning 01698 711844 or e-mailing [lee@upforit.org.uk](mailto:lee@upforit.org.uk). Website: [www.upforit.org.uk](http://www.upforit.org.uk).



*Physical activity health coaching*

## New look for CHEX

CHEX has recently undergone an exciting re-branding process and you will soon begin to see our brand new look appearing on our promotional materials such as letterheads and publications (including CHEX-Point) and at events and conferences on our display materials, banners and folders (see photograph).

**Look out for our new branding in 2011!**



## Communities, voluntary and statutory sector 'get the message across' on Good Health

**Community volunteers, East Dunbartonshire Volunteer Centre and Community Health Partnership are working together to promote good health messages across the area. Pam Thomson, the Volunteer Centre's Development Officer, explains how local people get involved and the benefits for them and the wider community.**

The volunteers in the Team all live within East Dunbartonshire and have a keen interest to promote healthier lifestyles within their community. The team of twelve come from a variety of backgrounds such as marketing, nursing, IT and admin. Some are students and some are retired, but all wanted to take on the challenge of getting out into the community and sharing positive health messages with their fellow residents.

With funding from the local CHP, the Volunteer Centre has recruited and trained these volunteers in various aspects of marketing, customer care, health and safety and, of course, volunteering within the community. In addition, the CHP have given them training on specific health issues.

The Volunteer Centre has encouraged and supported the volunteers in various practical ways to set up information stands throughout the area. They have been visiting groups in the community such as Mums & Toddlers as well as

Youth and Seniors Groups. These groups have all expressed their appreciation for the time and input of the volunteers in bringing them some very helpful health messages.

Pam Thomson, Development Officer at the Volunteer Centre says "It's been great seeing the confidence and skills of the volunteers grow as we have been delivering good health messages within the community.

So far, we have been giving local people information on Smoking Cessation, Home Fire Safety, Healthy Eating, Dealing with Stress, Oral Health and, of course, the message that Volunteering is Good for Your Health!"

Volunteer, Catherine McAteer says "Being a volunteer has enabled me to be more involved with the local community and give something back. I get a great sense of achievement from this project by promoting something I believe in and giving the local community the information they require to empower themselves."

With the success of this partnership, the Volunteer Centre is now developing methods for the volunteers to promote and deliver other community messages.

Not only have the volunteers been sharing these messages with the local community, but also among their own friends, neighbours and family. All of them have said how their own health has improved as they have taken on board the health messages they have been learning about which all goes to prove . . .

Volunteering really can be Good for Your Health!

If you are interested in Volunteering, or if your organisation could benefit from volunteer involvement, then please contact the Volunteer Centre at 0141 578 6680.

**Pam Thomson, Development Officer**  
([pam.thomson@vced.org.uk](mailto:pam.thomson@vced.org.uk))



*Volunteers spreading a healthy eating message at a local leisure centre*

# Communities for Health Advisory Group

At the close of CHEX's first national conference ('CHEX Points to the Future') in December 2009, delegates decided to take collective action on five key outcomes developed during the day:

- Increased recognition and respect for the work that community-led approaches deliver for health improvement
- Increased recognition of community-led approaches to health improvement in the decision-making structures that allocate resources for health improvement locally and nationally
- Increased capacity building for public health sector agencies to engage with community-led approaches to health improvement
- Increased access to support for developing good practice for the community-led health improvement sector
- Increased support for the community-led health improvement sector for a sustainable future.

Initially, delegates from a wide range of community organisations agreed to come together or to contribute to identifying strategies to take forward the outcomes. The delegates decided to form the Communities for Health Advisory Group (CHAG). The group has been supported by CHEX and has met regularly over the last year. The main activities of the group to address the 5 outcomes have included:

- Defining the 'community-led health sector' of organisations delivering community-led approaches to health improvement and reducing health inequalities. This has involved contacting some 100 organisations engaged in community-led approaches to health improvement throughout Scotland and encouraging them to become involved either as active members of the group or as associate members in progressing the five outcomes from the conference.
- Drawing up clear terms of reference for the group and how it should operate. This enabled the group to develop as a representative body to advocate on behalf of community-led approaches to health improvement. The group also sees a role in undertaking consultations and perhaps some survey and research tasks to help develop and share best practice and to support arguments for greater recognition of the work of the sector.
- Supporting the organisation of the 2010 CHEX conference and, in particular, producing the Community-led Health Improvement Journal which will be distributed at the conference in December. The Journal is seen as a work in progress to be added to as individual organisations submit examples of their work. Ideally, we would like to see every organisation in the sector represented in the Journal. The format of the Journal was chosen to enable it to be readily added to and updated; to provide individual organisations with a well produced journal entry which they can then use to promote their work locally; and to establish a powerful statement of the work of the sector to be used with key decision-makers locally and nationally to promote the case for community-led approaches to health improvement.

- Drawing up a 'Community-led Health Improvement Manifesto'. This again is work in progress. A draft of the manifesto has been produced and will be available at the CHEX conference to share with delegates and to seek delegates support for its content. There will be opportunities for delegates to contribute and comment on the content of the manifesto before it is finalised. The manifesto will be a strong statement of a vision for the sector. It will also describe how the sector would like to see community-led approaches embraced by key decision makers including the Scottish Government.

The recent promotion of asset based health improvement work by the Chief Medical Officer recognises the extensive knowledge and expertise held by local communities. The Group welcomes this national strategic acknowledgement and looks to the future in taking forward our vision for the Sector and connecting with this potential national movement.

### **Communities for Health Advisory Group (CHAG)**

For enquiries relating to this article, contact John Cassidy ([john.kcassidy@ntlworld.com](mailto:john.kcassidy@ntlworld.com)).

Downloadable copies of the Journal and the Manifesto will soon be available on the CHEX website. Visit [www.chex.org.uk](http://www.chex.org.uk) for more details.

## **Meeting the Shared Challenge – use the resources resulting from the programme!**

The 'Healthy Communities: Meeting the Shared Challenge' programme ran from 2008 to 2010 and aimed to encourage and support community-led approaches to health improvement throughout Scotland. The Programme was funded by the Scottish Government, via NHS Health Scotland and delivered by SCDC and CHEX. Resources resulting from the programme which will help to take forward community-led health activity at strategic and operational levels are now available, along with useful material developed by partners under 'What We Do' on the SCDC website at [www.scdc.org.uk](http://www.scdc.org.uk).

## **'Engage' – complementary magazine on community-led health**

'Engage' was originally the magazine for the Meeting the Shared Challenge programme. During the course of the first six issues, the magazine highlighted the activity of the national capacity-building programme for community-led health across public and community / voluntary sectors. Though the programme came to an end in March 2010, this popular magazine was viewed as an invaluable source of discussion and debate. To that end, CHEX has assumed editorship of the magazine beginning with Issue #7 (Oct 2010) which is available for download from the publications section of [www.chex.org.uk](http://www.chex.org.uk). Sign up for future issues at <http://www.surveymonkey.com/s/ENGAGEsignup>



Views expressed in CHEX-POINT are not necessarily those of CHEX, unless specifically stated.

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