Level 1 Healthy Lifestyle Training
Brief advice and key messages
Learning outcomes

• Recognise the importance of key health messages and ‘making every contact count’
• Understand the value of opportunistic brief advice in an everyday setting
• Judge when delivery of brief advice is an appropriate and relevant intervention
• Deliver brief advice in an empathetic, non-confrontational manner
• Be confident in signposting and referring individuals to Live Well Suffolk
Brief advice

- Lasts between 30 seconds to 3 minutes
- Opportunistically delivered
- Raises awareness of, and assesses client’s willingness to engage in further discussion about healthy lifestyle issues
- Informally giving info about the importance of behaviour change
Brief intervention

• Lasts approximately 30 minutes
• Provides more formal help (e.g. follow up support)
• Equips the client to change attitudes and handle underlying problems
• Can include brief advice and motivational interviewing in its delivery
Key Health Messages
Why help people to stop smoking?
Smoking related deaths in the UK
What’s in a cigarette?
Carbon Monoxide

1) Oxygen ($O_2$) and carbon monoxide ($CO$) are inhaled

2) $O_2$ and $CO$ enter blood

Normal oxygenation

Carbon monoxide poisoning

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LiveWellSuffolk
Steps to a healthier future
Why is nicotine addictive?

1. It moves to the lungs where it is absorbed into the bloodstream.
2. The heart pumps it throughout the body, including the brain.
3. Nicotine easily moves from the bloodstream into the brain.
Age related macular degeneration

Wrinkles on face

Stroke

Premature loss/graying of hair

Mouth/throat/larynx cancer

High blood pressure, blood clots, hardening of the arteries

Leukemia (cancer of the blood)

Lung cancer, emphysema, TB, pneumonia

Cancer of the stomach
Cancer of the liver
Cancer of the colon

Cancer of the pancreas
Cancer of the kidneys
Cancer of the bladder

Risk of developing Type 2 (adult onset) diabetes 2-3x higher

Worsens eczema

Heal slower

“Smokers’ cough”

~2,000 smokers/yr get gangrene due to poor circulation and have a leg amputated
Stop Smoking - summary

- Nicotine is very addictive
- Get help! Don’t try and do it alone
- Not even a puff

Improvements include:
- More energy, better breathing, younger looking skin, better sex and fertility, save £1000s
- If someone is worried about putting on weight we can help with that too!
Healthy Eating - Why is it important?

• Manage Weight
• Improve general wellbeing
• Reduce risk of conditions including heart disease, stroke, cancer, diabetes and osteoporosis
• For children - healthy growth and development - reduce risk of disease in later life
What is Healthy Eating?
Looking at Labels

<table>
<thead>
<tr>
<th>Nutrition Information</th>
<th>Guideline Daily Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical values (cooked as per instructions)</td>
<td>Women</td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Per 100g</td>
<td>Per pack</td>
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<tr>
<td>Energy</td>
<td>637 kJ</td>
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<td>610 kcal</td>
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<tr>
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<td>of which monounsaturates</td>
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<tr>
<td>Salt</td>
<td>0.8g</td>
</tr>
<tr>
<td>of which sodium</td>
<td>0.3g</td>
</tr>
</tbody>
</table>

Guideline Daily Amounts:
- Women: 2000 kcal, 45g protein, 230g carbohydrate, 70g fat
- Men: 2500 kcal, 55g protein, 300g carbohydrate, 95g fat
- Children: 1800 kcal, 24g protein, 220g carbohydrate, 70g fat
## Looking at Labels

<table>
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<tr>
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<th>High</th>
<th>Low</th>
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<tr>
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<td>Fat - more than 20g per 100g</td>
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<tr>
<td></td>
<td>Sugar – more than 15g per 100g</td>
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<tr>
<td></td>
<td>Salt – more than 1.5g per 100g 0.6g sodium per 100g</td>
<td>Salt – less than 0.39g salt per 100g 0.1g sodium per 100g</td>
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</table>
Physical Activity

• Adults should aim for 30 minutes of activity 5 days a week
• The 30 minutes can be broken down into 10 minute chunks
• The activity can vary from swimming, running to chair based activity for the less mobile
• Results are achieved when you feel warm and breathless
Why become Physically Active?

- Only 1 in 9 people in Suffolk are physically active
- A major independent protective factor against coronary heart disease
- Significantly reduces the risk of stroke
- Energy balance
Alcohol

- Aim to have two alcohol free days a week
- Sensible Drinking - know your limits:
  - For women no more than 2-3 units a day
  - For a man no more than 3-4 units a day
Sensible Drinking - Tips

- Alternate an alcoholic drink with a non alcoholic one
- Sip your drink so it lasts longer
- Avoid drinking on an empty stomach
- Don’t top up your glass before you have finished a drink
- Drink plenty of water before you go to bed
Mental wellbeing

Why is it important?

Mental health problems can cause:

• Panic attacks
• Loss of interest in social activities
• Feelings of sadness or loneliness
• Low self esteem or persistent guilt
• Heavy or frequent alcohol consumption
• Smoking excessively to relieve stress
• Difficulty in sleeping.
Mental Wellbeing

Suggestions you could make:

• Keep active (ideally 30 minutes exercise a day)
• Eat healthily do not smoke and only drink alcohol in moderation
• Enjoy nature (try gardening or have a pet)
• Keep in touch with friends
• Accept the person you are and avoid harmful emotions
• Do something creative and learn new skills
• Talk about your feelings.
Sexual Health

Why is it important?

A healthy sex life is an important part of a person's wellbeing. The consequences of poor sexual health include:

• Unintended pregnancy
• Sexually transmitted infections
• Low self esteem, anxiety or depression
• Passing infections on to others
• Relationship problems.
Sexual Health

Suggestions you could make:

• Hugging and kissing can be as rewarding as sex
• Sex should be fun and not harmful to anyone
• Intimacy results from awareness of your partners needs as well as your own
• Discuss any problems away from the bedroom
• Ask for professional advice if necessary or seek advice from NHS Choices or www.suffolksexualhealth.com
• Be honest about what you want from your partner.
Stages of Change Model

Prochaska & DiClemente 1992

- Maintenance (Trying to prevent relapse)
- Relapse (Trying not to be demoralized by the relapse)
- Contemplation (Thinking about it Ambivalent about change)
- Preparation (Decision)
- Action (Changing)
- Not really thinking about change now. Pre-contemplation
Giving brief advice
Ask and Advise

Do you have any concerns about ...?
Are you aware of the many health risks...?

Advise and increase awareness
How do you feel you might benefit if you make a change...?
How do you feel about making any changes to.....?
What worries you about...?
Why is it something that worries you...?
How important is it for you to change at the moment....?
How confident do you feel to take the first step...?
Assist

• Would you like support to make a change or would you prefer to do it on your own...?

• Do you know where to go in the future for information or support...?

• I know someone/an organisation that can provide free and friendly support?
Making Every Contact Count
What is MECC?

MECC means making the best of every appropriate opportunity to raise the issue of healthy lifestyle

- Systematically **promoting** the benefits of healthy living across the organisation
- **Asking** individuals about their lifestyle and changes they may wish to make
- **Responding** appropriately to the lifestyle issue/s once raised
- Taking the appropriate **action** to either give information, signpost or refer service users to the support they need.
What MECC is not

- It is not about adding another job to your already busy working day
- It is not about you becoming a specialist in a certain lifestyle area
- It is not about you becoming a counsellor or providing ongoing support to particular individuals
- It is not about you telling somebody what to do and how to live their live
- It is about you helping other people to know how they can improve their own health and wellbeing.
An example of MECC Impact

- In Suffolk
- Over 9,250 staff
- Millions of patient contacts a year
- If staff MECC with twenty people
- Less than two hours a year for each staff member
- \(= 185,000\) opportunities to influence behaviour change.
Every Contact Counts...

...A few words given at the right time by the right person can have a significant influence...

LiveWell Suffolk
Steps to a healthier future
Live Well Suffolk

Integrated Healthy Lifestyle Service

Overview
What services are available?

- Specialist Stop Smoking Service combined with Healthy Lifestyle support
- Adult Weight Management
- Child Weight Management
- Training - Level 1 and Level 2
- Healthy Lifestyle messages - branded key messages, leaflets and attend events
- Recruiting and supporting health champions
Community Health Coach Team

What do we do?

• We offer expert support and advice on a wide variety of healthy lifestyle issues. Our one to ones and groups are targeted in areas of most need.

• Specialist stop smoking through 1 to 1 or peer group support

• A 6 week personal health plan on 1 to 1 basis
  – basic weight management
  – improving healthy eating
  – increasing physical activity or
  – addressing self esteem

• 6 week course e.g. physical activity with guided PHPs

• Signposting on to other relevant services and opportunities
Who are we?

Ipswich & Felixstowe Team

Based at Adelphi House, Turret Lane, Ipswich

Tel: 01473 22 92 97

Richard Crick
Ipswich & Felixstowe Community Health Coach

Sue Joyce
Felixstowe Community Health Coach

Catherine Arter
South West Ipswich Community Health Coach

Teresa Buckland
South West Ipswich Community Health Coach

Tom Osborn
Gainsborough & Ravenswood Community Health Coach

Anna Keane
Gainsborough & Ravenswood Community Health Coach

Dan Ford
North West Ipswich Community Health Coach
Who are we?

West Suffolk Team
Based at Bury St Edmunds Volunteers Centre

Tel- 07852 764852

Floyd Croll, Community Health Coach, Haverhill
Based at Haverhill Volunteer Centre, Council Offices

Oliver Langford,
Senior Community Health Coach, Bury St Edmunds, Based at Bury Volunteer Centre
My aim was to stop taking blood pressure tablets by loosing weight to reduce the strain on my heart.

The good new is I have achieved that goal and would like to thank you and your team as without your help I doubt I would have achieved it.

My doctor did a follow up test yesterday and is very pleased with me. Blood pressure is good and I weighed in at 69kg.

This means I have lost nearly 3 stone which I am very pleased about!
Specialist Stop Smoking

- We offer intensive one to one and group support for those wishing to stop smoking
- Advice for specialist groups such as pregnancy and mental health etc
- Pharmacotherapy on prescription
- Support for those advisors working within primary care and pharmacies
- Training for brief intervention and Level 2 advisors
- Annual Updates for smoking cessation advisors
Fit Fans Nutrition

Content includes:

Wk:

1. Introduction
2. Carbohydrates
3. Metabolism
4. Fats
5. Physical Activity
6. Cholesterol
7. Fibre
8. Bone Health
9. Psychology of Eating
10. Food Labelling
11. Energy Balance
12. Optimum Nutrition
Alive ‘n’ Kicking
Group Programmes
Weekly Workshop Topics

1. Introduction, Understanding Weight Gain & Eat Well Plate
2. Confidence to Change
3. Understanding Food Labels & Portion Sizes
4. Reduced E-Play & Family Team Games
5. 5 Eating points a day & Sleep
6. 5 A Day Food Tasting
7. Family Activity Circuit (1)
8. Healthy School Food & Sugary Drinks
9. Snacking, Fast Food & Processed Food
10. Family Activity Circuit (2) & Healthy Wraps
11. Future Plan & Graduation
12. Half Term Week (one-to-one appointment with leader)
Weight management - further information

- Adults - courses in Ipswich, Felixstowe, Bury St Edmunds, Haverhill and Sudbury
- Children 2 - 19 years old - county wide service
- Specialist Dieticians for more complex clients
Access criteria

- Adult weight management: BMI of >30 or >28 with a co-morbidity
- Child weight management: >91st percentile
- CHC 1:1: no BMI or weight criteria but live in an MSOA
- CHC groups: no BMI/weight criteria
- Smoking cessation: universal
How to refer

- Referral form (one form for all services)
- Self referral:
  - Phone 01473 229292
  - Text LIVEWELL to 65000
  - Drop in
Contact Us

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• Fax 01473 212463
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