



## Fire Health Case Study

### **Staffordshire Fire and Rescue Service – Community Wellbeing Week**

#### **Context – why was the project set up?**

What is the environment in which you are in? What is the population? Are you largely rural or urban? Are there specific aspects of your demographic that provides health challenges – is it an aging population or one with major health inequalities?

*Staffordshire is mainly a rural County made up of small towns and good transport links. The largest city is Stoke-on-Trent, which is administered separately from the rest of the county as an independent, unitary authority. According to the 2001 Census, the population of Staffordshire is 806,744 and the population of Stoke-on-Trent was 240,636 making a total population of 1,047,380, with White British ethnicity making up 96% of the population. Health challenges include mental health and childhood obesity, low income families as well as an ageing population, which is due to see significant growth in the over 65's. This will in turn see an increase in stroke, heart disease, high blood pressure, falls and dementia.*

*Staffordshire Fire and Rescue Service are represented on Staffordshire's Health and Wellbeing Board, where stakeholders collectively agree what the focus should be and ensure a collaborative approach across different services and functions. This aligns health and wellbeing outcomes for local communities across Staffordshire, in a way which has not been done before.*

#### **Aims**

Case studies should show change – solutions to problems. What needed to change in your case study?

When you consider this section, try to give specific aims – those things that you want to change. These can then be referred to in the Outcomes section, to show the success of the case study.

*The aim of the project was to engage as many of our staff as possible, in activities within the communities of Staffordshire and Stoke on Trent. The focus was on physical activity and healthy lifestyles, with a chosen theme last year of CPR awareness. We wanted staff that don't necessarily work in the Prevent arena, to get involved in some way and gain insight into the work we do within the community, educating them on fire safety and wellbeing issues. The project itself would take place over a week (16<sup>th</sup> – 20<sup>th</sup> October 2018, with the national Re-Start a Heart campaign day falling here), giving opportunity for all operational watches and departments to get involved in some way. By working with our partner agencies, we wanted to support local residents and communities to take control of their own health and wellbeing.*

## Solution

What did you do to make the change? What groups were set up? What measures were put in place? Were new pathways written or services set up? Who was involved in making those changes happen? What key actions were taken?

Try to be specific and include tangibles. Try to think of all the things you would want to know if you were planning a similar change/project.

*A working group was set up, chaired by the Central Prevent and Protect Department. Representatives from the local Prevent teams, Central Prevent and the Marketing and Communications department attended, to put some structure around organising the week and ensuring an action plan was agreed on and put into place. We also arranged where we would be advertising and publicising the events, what equipment would be needed and how to encourage the workforce to participate in the week itself. The project was fully supported and driven from a Directorate level, which underpinned the importance and focus for the initiative.*

*Central Prevent made contact with West Midlands Ambulance Service to arrange some training for Service staff on CPR, as well as sourcing manikins to be used at relevant events for demonstration purposes. This enabled staff to facilitate CPR training during the week's activities. Local teams and operational crews directly organised events and liaised with local partner agencies to work together where possible.*

*Taking into consideration feedback that was received from last year's project, we ordered specific literature for engaging the audience around our priority messages. This included a bespoke Community Wellbeing leaflet, containing information around CPR, cooking fires (one of our highest demands) and our top 4 fatal fire factors (smoking, alcohol, mobility and elderly). In addition, we ordered literature from Public Health England relating to their 'Active 10' exercise campaign and 'Change 4 Life' initiative around healthy eating. Communication was made via various different channels to all Service personnel and volunteers, encouraging participation and creative ideas. Social and local media sources were used to advertise and promote the organised events to the public.*

*A log of all activities held, dates, times, staff attended and audience numbers was captured.*

## **Outcomes – what are the benefits and how were they / will they be measured? (in particular financial benefits, impact data and return on investment)**

Think back to the aims you outlined in the Analysis section. Did you meet these – how can you prove that these were met?

It is important that financial and resources implications are covered here. What was the cost? What did it deliver? This can often be simple for purely financial outcomes, but what have you done to measure success in other ways. Talk about the evaluation process you went through. Has there been any patient (public) or staff feedback; or feedback from clinicians or health organisations that outline what difference your project has made?

*During the week, 96 events held Service wide, of which 45 included CPR awareness. Approximately 2400 members of the community engaged with across a range of activities including school visits, falls prevention classes, CPR classes with defibrillation training, healthy eating and BMI checks, community walks, coffee mornings, Safe and Well checks, exercise classes and volunteering at foodbanks.*

*By engaging with all areas of the County on mass, it raised awareness on a larger scale than usual and focused attention to the wider Prevent agenda. Staff from all over the Service, including Headquarters, made themselves available to participate in activities within the communities and work with staff that they may not get the opportunity to on a day to day basis. It increased partnership working and engagement, resulting in some of our own staff gaining further training in CPR. We were also able to welcome even more members of the public onto our Community Fire Stations to participate in the events, demonstrating to them the facilities that we are able to offer and services that we can provide.*

*The total amount spent on equipment and literature was £2595.00, and the information from Public Health England was free of charge.*

*A Survey Monkey questionnaire was sent out to all staff to complete following the week, to gather feedback on the week, how successful it was for them, any suggestions they have for the following events, etc.*

## **Lessons learned – what challenges or difficulties have you faced or do you expect to face?**

The purpose of these case studies is to enable others, who have not yet made the change you've discussed, to glean advice and guidance from your story.

What advice would you give them? What could you have done differently? Try to give a personal perspective in this section.

*Engaging all staff can be challenging, especially if they lack confidence and experience with talking to members of the public or don't have Prevent aspects within their daily roles. We had to really increase communications and get managers to encourage their staff to get involved and highlight the benefits of running such a project. This was supported through the Chief Fire Officer and Directors, who promoted the week throughout. Also, keeping a record of how many members of the community were engaged with and what specific messages were discussed has posed another challenge, which will be worked on ready for our next Community Wellbeing Week. It is hard to measure what impact the activities have on the communities, but can collate their feedback there and then, in order to gauge some opinions and evaluation.*

## **What comes next?**

*We have made this an annual event each October and increased it from one day to a week, which has emphasised the importance and commitment that the Service places on the project. We will look to take into account the feedback received from this last year's event and put modifications into the plans to improve performance in 2018.*

