

Nudging People Towards Behaviour Change

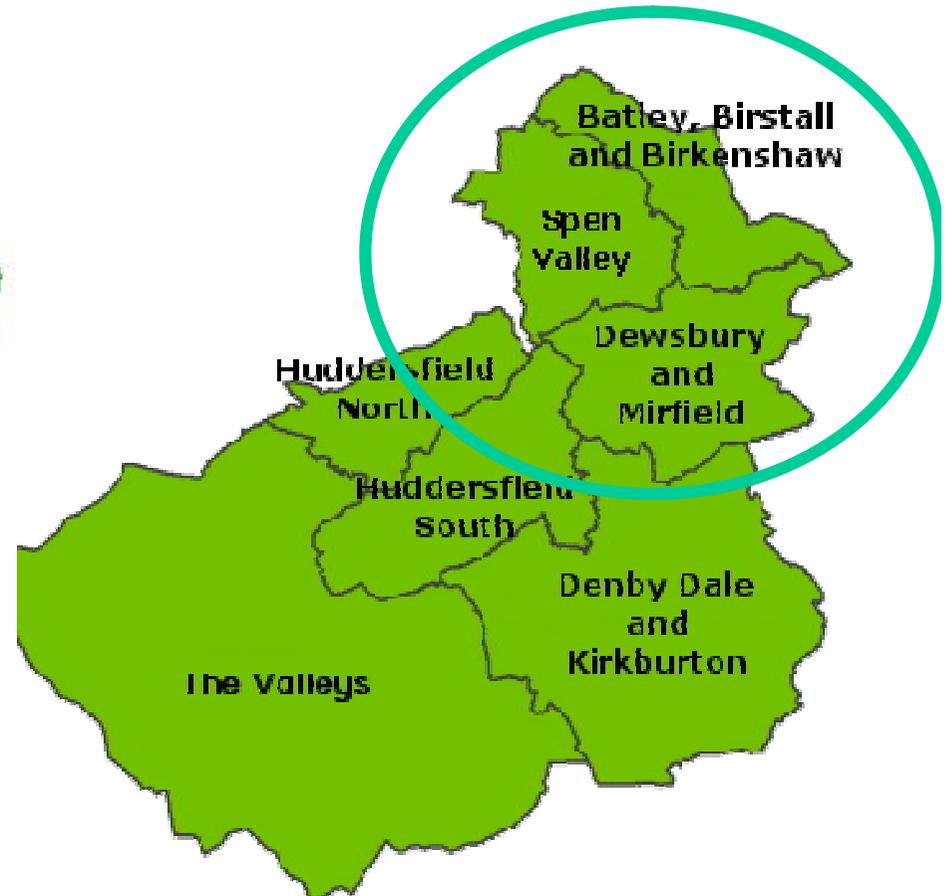
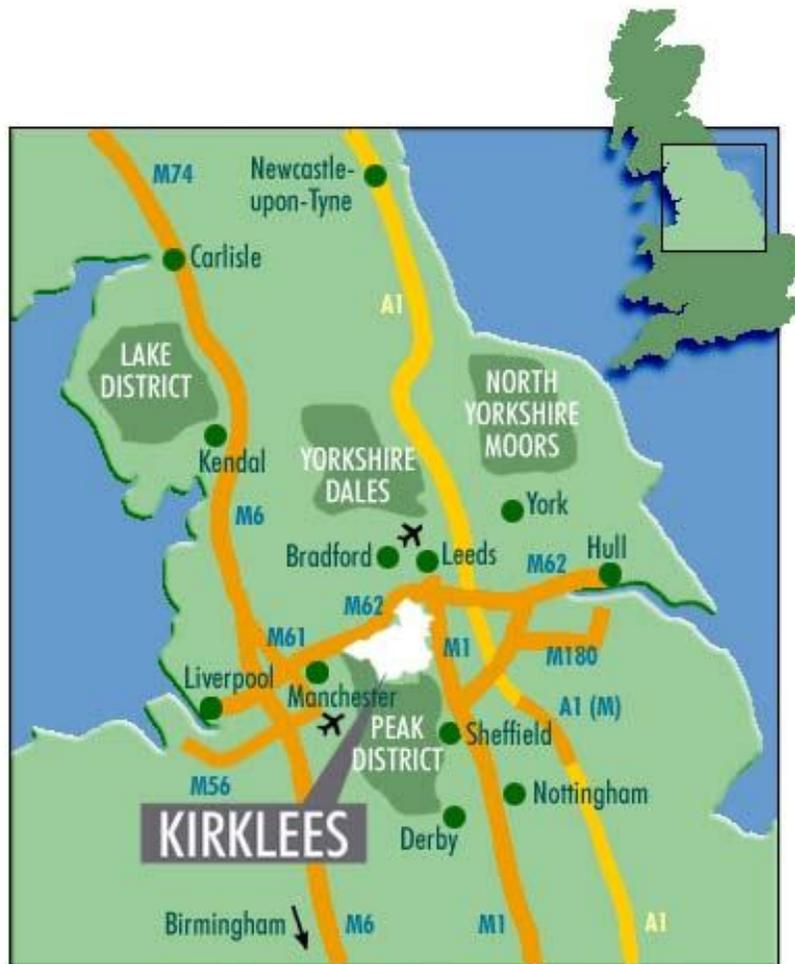
Rachel Spencer-Henshall

Claire Troughton

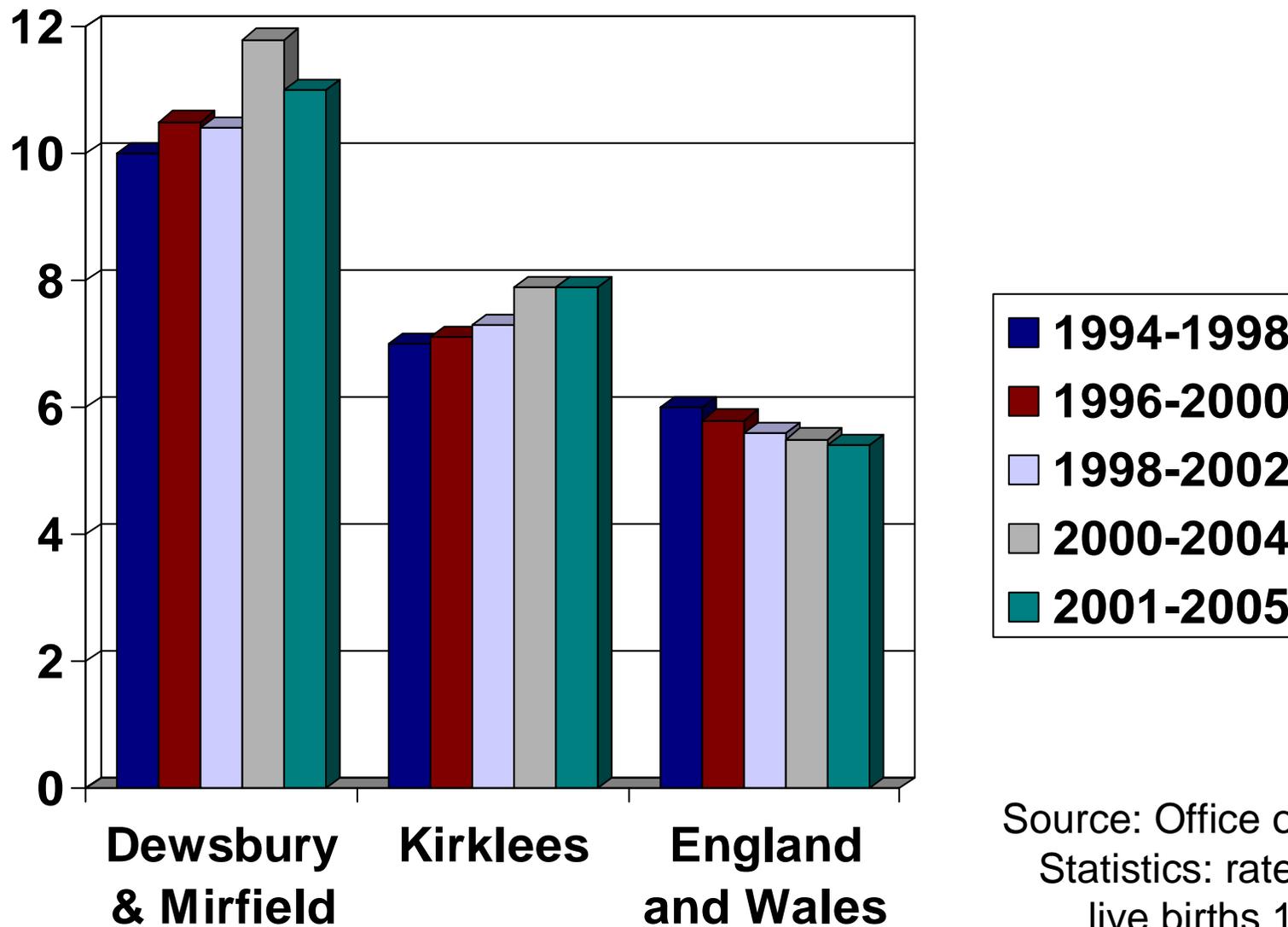
Today's session

- Setting the scene
- Approach
- Key Insights
- Behaviour Change Model
- Where are we now

Kirklees – where exactly?



Infant death: Areas of Kirklees double national rate



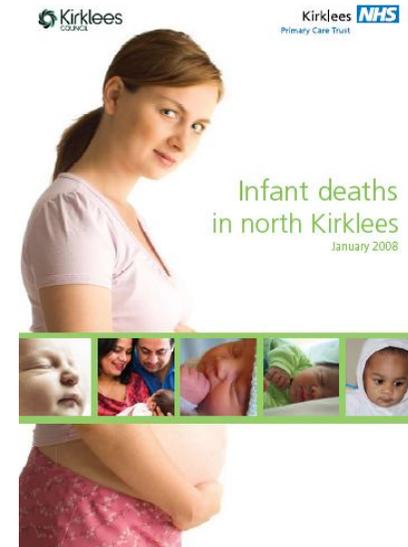
Source: Office of National Statistics: rate per 1000 live births 1994-2005

Where did the project come from?

The North Kirklees Annual Health Report 2005 revealed infant death rates at twice the national average in some areas.*

A follow up report in January 2008 analysing the causes of infant mortality highlighted these action points:

1. Supporting healthy personal behaviours of women before, during and after birth
2. More awareness of genetic conditions which may cause infant death
3. Good antenatal care is accessible and accessed.
4. Systems, process and data refined
5. Support further research



**Women of
Childbearing
Age (WOCBA)
Team Health
Improvement
Practitioners**

*See appendix for the key causes of infant mortality

More positive, healthier lifestyle choices: link to targets

- Increasing the uptake of positive lifestyle choices to improve health and well being of women of childbearing age



-----Local Area Agreement & Vital Signs-----

CLIK Survey

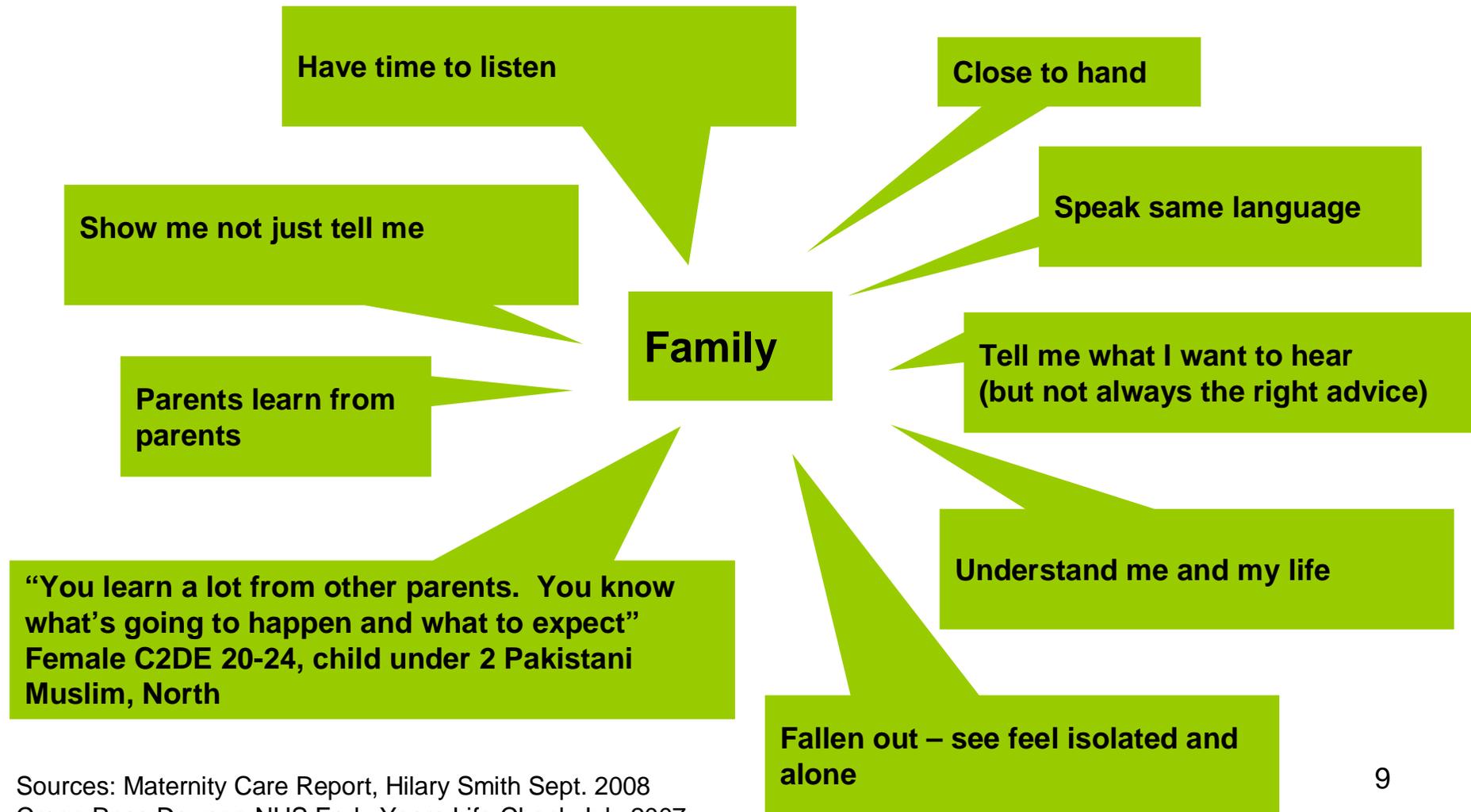
What We Did



Health in context: Women want to be listened to not judged



Health in context: Friends and family understand and are a trusted source of advice



Sources: Maternity Care Report, Hilary Smith Sept. 2008
Cragg Ross Dawson NHS Early Years Life Check July 2007

Becoming pregnant can be a time of excitement and anxiety: a life changing moment

- Health just one of many issues
- A gap between service provision and social need:
 - Current services deal with pregnancy as purely a medical issue.
- Pregnancy advice beyond current midwife / obstetrician: extremes of abortion advice e.g. Pregnancy Crisis or Doula
- Encourage earlier contact with health services complementing current 'prescriptive' support by offering wider, more responsive support

Women are not seeking advice early enough

- When advice is sought – its rushed and one way
- At early pregnancy – advice available doesn't match with some women's needs e.g.
 - Issues of housing, poverty, domestic violence.
- Those who need guidance and support the most tend to be the least able/willing to access it

The idea

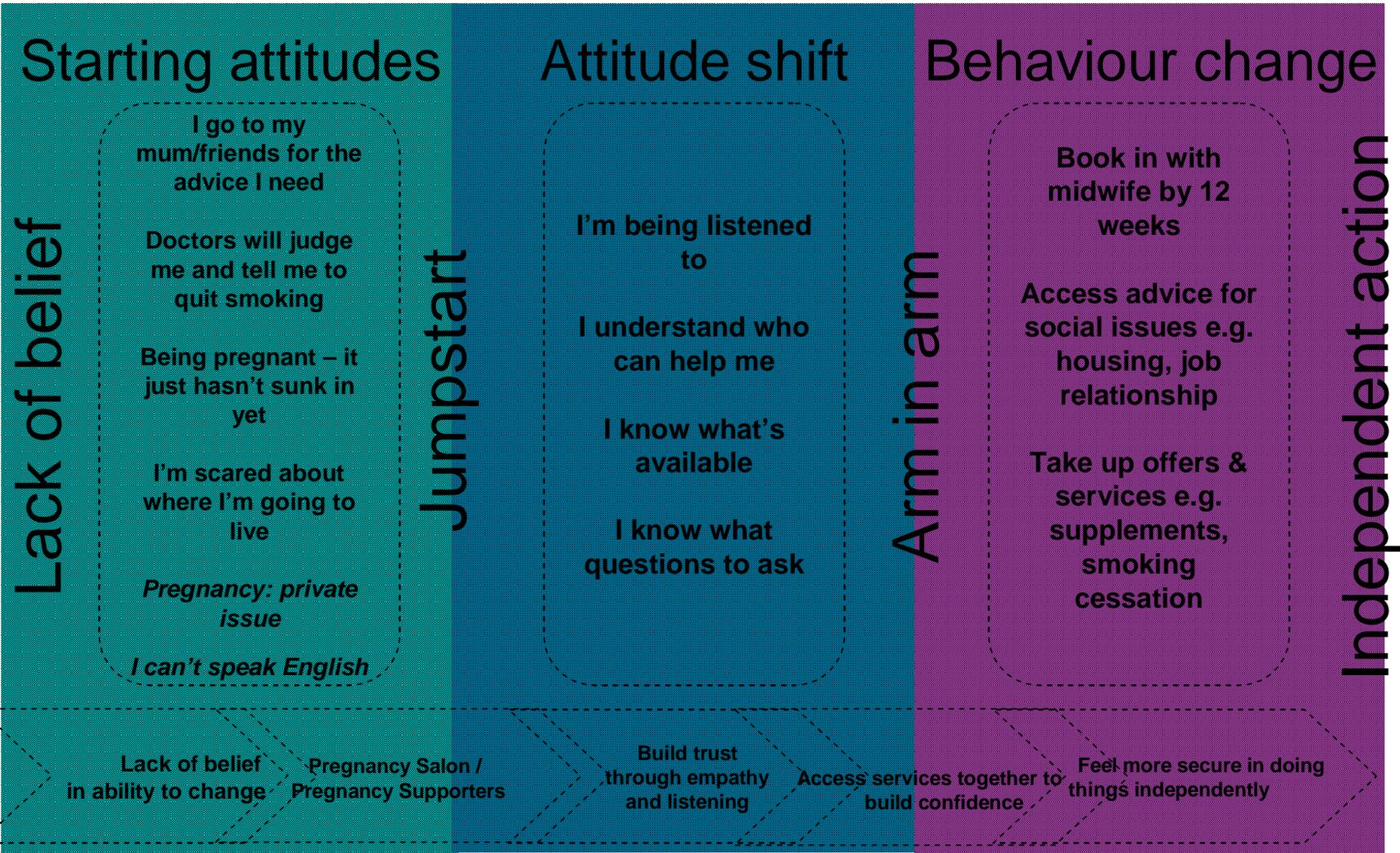
Providing holistic support earlier in pregnancy

Guidance on social needs helps build towards health needs during pregnancy

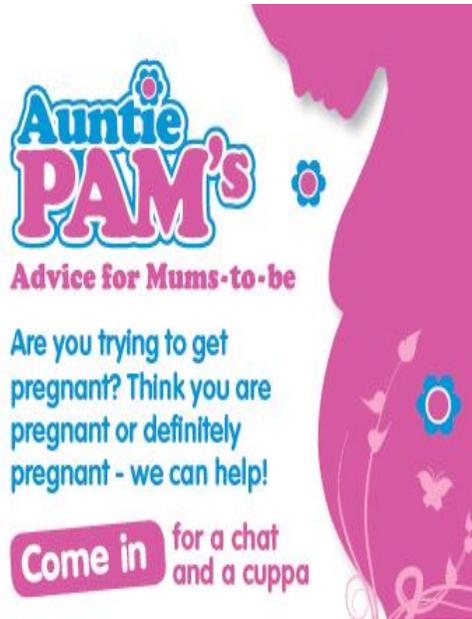
An additional entry point for health professionals

Met through a variety of interactions:
1-2-1 in the centre
Drop in sessions
Outreach

Pregnancy support: Attitudes & behaviour change



Pregnancy: Auntie Pam's



The insight

“Listen to me and I’ll listen to you” – until we’ve helped women with their concerns about job, housing, relationships etc. they won’t be motivated or confident to address their health behaviours.

The objectives

Reduce the number of women who are booking late and not taking supplements. Increase early contact in pregnancy leading to improved health behaviours and outcomes for mothers and babies

The where

Dewsbury
Town centre

The idea

Accessible town centre venue staffed by trained volunteers, offering peer support for young pregnant women. Offering a link into traditional services for women who would otherwise not engage, by responding to their agenda, and supporting and referring as needed.

The who

- Pregnant women aged 15 – 25
- C2DE
- Mixed ethnicity
- From the Dewsbury area
- Not actively engaged with services and likely to book in late for antenatal care.

The planning and evaluation

Concept tested through consultation with potential participants. Evaluation metrics confirmed after pilot design and cover:

- The Process: was the pilot delivered as specified
- The Experience: what did participants experience
- The Outcomes: how have attitudes/behaviour changed

Where We're at Now – Pregnancy Support

- **Pregnancy Support:** 'Auntie Pam's' opened 8th March 2010 in Dewsbury
- The service has been modified as a result of the evaluation
- Unforeseen benefit has been behaviour change in volunteers

