

Pompey in the Community - Our Health strategy

Introduction

PitC is an independent charity that harnesses the motivational power of Portsmouth Football Club (PFC) to promote education, healthy living and sporting participation and achievement among people of all ages, across Portsmouth and the surrounding area.

PitC was founded (originally as Pompey Sports & Education Foundation) in 2008, to take over PFC's community department work. PFC emerged from administration under the new ownership of the Pompey Supporters Trust (PST) in 2013 and the PST are committed to ensuring that the social power of football can be used to positive effect by PitC in as many ways as possible, using the club's facilities and players, to inspire local young people and influence local communities, to bring about positive and sustained social outcomes.

PitC exists to bring social benefits to the community of Portsmouth, and especially to those areas and individuals in greatest need. Over the last 5 years, PitC has built close working relationships with other charities, local businesses, and health and education authorities, especially to support its work in health, disability, education and community cohesion. 32,000 people directly benefitted from PitC's programmes in 2012.

Portsmouth – a city of ill health

“Department of Health data shows the health of people in Portsmouth is generally worse than the England average and that there are significant health inequalities. Life expectancy for men living in the most deprived areas is nearly eight years lower than for men living in the least deprived parts of the city. For women the gap is 4 years. Obesity amongst reception year children is higher than the England average and so too is the teenage pregnancy rate. Numbers of adult smokers and rates of alcohol related hospital admissions are both higher than the England average.”¹

Portsmouth is one of most deprived areas in England, ranking 76 out of 326, where 1st is the most deprived. The map of the city at the end of this document highlights

¹ Portsmouth Joint health and wellbeing strategy 2013-14 Page 23

the many wards which are in the worst 10% of the country. The city ranks in the worst six for

- Drinking alcohol
- Hospital stays for self-harm
- Sexually transmitted diseases
- Smoking
- Smoking-related deaths
- Early death due to cancer

The 2012 Joint Strategic Needs Assessment (JSNA) annual report by the Portsmouth Director of Public Health focused on “The health of men in Portsmouth”. This report identified the causes of reduced life expectancy which are circulatory disease, cancer, respiratory and digestive disease.

Lifestyle factors are the main causes of these diseases particularly smoking, drinking excess alcohol and being overweight. Addressing the issues of obesity, alcohol, smoking and substance misuse will be essential as the report highlights that in adult men smoking is significantly higher than the England average (23% smoke) , binge drinking is higher (20%) and 24% are obese.

The role of PitC in tackling health in the city

Over the last 5 years PitC has been engaged in a number of health related projects which have helped address these issues.

This work has included:

- Ahead of the Game (2009-2010) - an innovative project to encourage men over the age of 55 to participate in health screening and providing education raising awareness of cancer and the potential risks of developing cancer.
- The Premier League Health programme (2009-2012) – a national programme with 16 Premier League Clubs targeting 18-35 year old men
- Tackle Heath (2012-2014) – targeted 2 part programme aimed at young people up to 25 years old and adult men over the age of 55.

All three programmes demonstrated that health professionals need to be innovative when tackling men’s health as generally men’s uptake of services is low, they do not view themselves as having poor health, and when they are ill they present late.

“Premier League Health has been effective in increasing a number of health enhancing behaviours in men who completed the intervention.”²

Most importantly the findings have reinforced that football clubs are in a unique position to meet the needs of the cohort most at risk from ill health.

“The findings show that professional football clubs have a powerful effect on reaching men typically regarded as hard to connect with and who are viewed as resistant to change”³

In addition to these 3 national programmes, PitC runs health related projects throughout the year through Kick Start Health and the Pompey Buses.

Some case studies from the work are included at the end of this strategy.

Our strategic aims and objectives

Having reviewed the work of the health team over the last 5 years, PitC has decided to set out a strategy for the next 5 years to develop its health work in the city building on the successes of the past and the learning gained from national and local programmes.

Our aim: PitC will seek through its programmes to

- i. reduce health inequalities
- ii. provide information to individuals that will enable them to access an appropriate clinician or health professional for immediate health problems that are identified during the check.
- iii. provide information and resources to inform the general public and raise awareness of all public health issues.

We will achieve our aim by

- Developing and implementing health promotion programmes to tackle in particular men’s health focusing on smoking, alcohol and obesity based on best practice
- Continuing to promote healthy lifestyles through our match day health programme
- Using the power of the name of Portsmouth FC to promote healthy lifestyles amongst young people in the city

² Premier League Health Final report 2012 Leeds Metropolitan University 2012

³ Premier League Health Final report 2012 Leeds Metropolitan University 2012

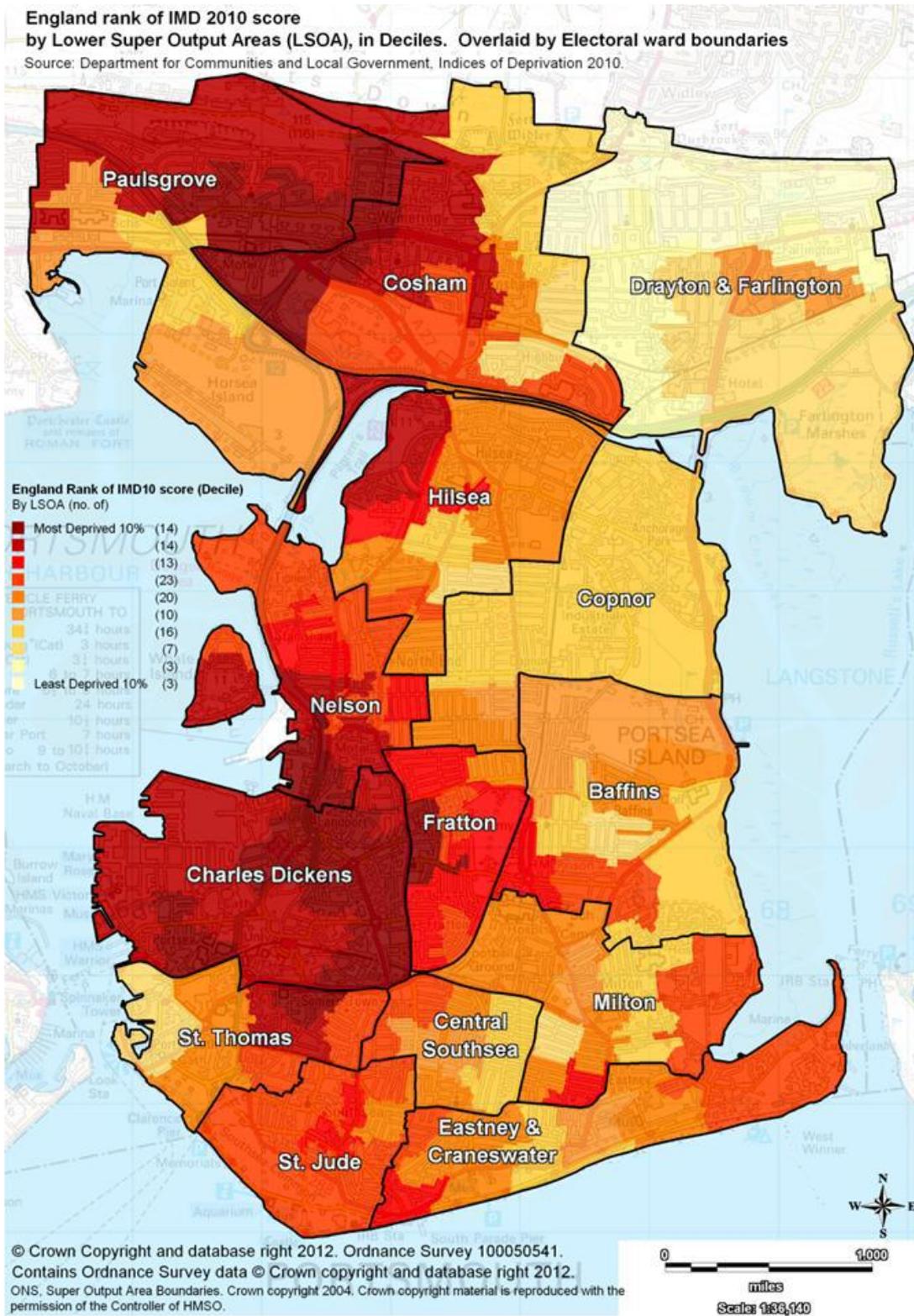
Summary

Pompey in the Community is uniquely placed to help deliver change in the health of the city. The football club continues to attract significant support at its home matches and the power of the name of the club provides opportunities to reach both young and old.

The people of Portsmouth have poor health and men in particular are at risk of disease leading to premature mortality. Health prevention works and PitC has the experience, skills and name to help deliver health prevention outside of the clinical setting.

PitC is committed to working in partnership with statutory and voluntary sector partners to help promote healthy living across the city.

A picture of deprivation in Portsmouth



APPENDIX: CASE STUDIES

1. An example of how PitC engages fans on match days

Pompey in the Comm. unity in partnership with Rowland's pharmacy saw over two hundred supporters for Health checks for the game against Doncaster Rovers.

'Quite an achievement seeing we only had three hours 'said PITC's Paul Allen Health Trainer who organised the event. Pompey legend and men's health ambassador Alan knight was the first to visit the Health bus and have a check-up. Alan said 'Men take their cars for an annual MOT but never bother about their own bodies; I would urge all supporters to get a free health check'.

One man was seen with high blood pressure and was referred to his doctors. The pharmacy team commented "I think the whole day was worth it for the Blood Pressure referral. He said he doesn't go to the doctor so he wouldn't have found out if we hadn't been there. "

Three people said they would be going to their local pharmacy to use the Smoking Cessation Service

One man was doing an Alcohol Scratch Card, and got a low risk score, but he said that when the event had been done before, he had a high risk score and has since cut down.

"I think it's really positive to find out that people do take the advice on board. Hopefully some of the young lads we spoke to will think about making some changes to their drinking habits."

2 people who were found to be at some risk of developing diabetes have had advice on how to reduce the risk and what symptoms to look out for.

Quotes from supporters:

'I saw the health check was going to be offered on the website and as I go into The Victory Bar before home games, I'd planned to get myself checked.'

'The Health Check promotion at Fratton Park was quick, thorough and informative. The nurses were warm and friendly and I would recommend it to everyone.'

From 3 hours the following numbers of fans were given health checks and advice:

| | | |
|---------------------------------|---------------------|---------------------------|
| Total numbers seen | 132 men | 70 women |
| Under 24: 54 | 25-35: 50 36-49: 46 | Over 50: 52 |
| Intervention | Numbers seen | Interventions / referrals |
| Alcohol Awareness Scratch Cards | 162 | 107 brief advice |
| Blood Pressure | 21 | 1 referral |
| Smoking Advice | 20 | |
| BMI and Weight Advice | 36 | |
| Health Checks | 14 | |
| Diabetes Risk Assessment | 14 | 2 at risk referrals |
| Healthy Living Advice | 151 | |
| Body Composition | 22 | |

Pompey in the Community Working in partnership with



2. A match day case study

He was in the Victory Bar at the last health promotion and had a health check. His blood pressure was raised so he was advised to visit his local pharmacy over the next few days to have it done again (when he hadn't been drinking), and if it was still raised to see his doctor. He went a few times over the week and it was still raised so he made a doctor's appointment. His doctor sent him for blood tests to get thoroughly checked out and he is now on Blood Pressure medicine.

He said he was extremely grateful that we had been there that day because he never goes to the doctor and because he had no symptoms, which is common with high blood pressure, and he might have found out due to a serious cardiovascular event. Instead, he was able to discover it early, before anything more serious happened. His blood pressure was still raised on Saturday so I advised him to go back to the doctors as his dose might need to be increased. This highlights the importance of men going for health checks even though they feel fit and healthy. It also shows that there is a need for health promotions like this in the community to catch people who do not go to the doctors regularly.

3. Case studies from work with substance misusing clients

A. John

I first met John aged 52 at Baytrees in August 2011, which is a twenty three bed residential substance misuse unit in Portsmouth offering treatment from addiction. I attend the unit weekly to deliver health, wellbeing and physical activity sessions.

He showed great interest because I worked for Portsmouth FC, this was an easy conversation starter as he is an avid Glasgow Rangers fan. Over the next few weeks he attended all sessions encouraging others, by the end of his treatment was assisting me in delivery and motivating others. One month after leaving the unit he attended our weekly men's health sessions; over the coming weeks as his fitness and self confidence levels increased he wanted to stop smoking. He was fast tracked to our own twelve week quit programme in partnership with NHS Portsmouth.

John still attends men's health sessions, I also helped him access English and maths courses at local college this in turn got him part time work leading to full time employment as a decorator. He still receives lots of support from the men's health group and is volunteering on our own health events that we hold on match days.

B. Paul: In his own words.

"I first met Paul at the healthy living programme when I was detoxing from heroin and crack cocaine, whilst there Paul would introduce gentle exercise and healthy eating advice, when I left the unit I started going to Paul's sessions at local school and joined the quit smoking group. I would say that the programme has been a motivating factor in remaining abstinent from heroin, crack and not smoking, I continue to run and am aiming to enter a 10k race soon, am also helping others and working again which I haven't done in many years this programme has been the key to turning my life around. "