

Piloting Health Outreach at TFL stations

Aine Fuller, Rishi Bhagl & Well Newham Outreach team

Health Equity Ambition

Access to health information and health literacy is poor in Newham, Providing simple information at easy to access places supports increased awareness and knowledge. Direct engagement in these places and space supports direct engagement with residents and provides for rich insight into residents' health challenges. Conversations with props / freebies like free food are excellent ways to find out what residents are concerned about, what they think of local services and what their priorities are for their health and the health of their families and communities.

Approach

Newham council partnered with the Mayor of London to set up stalls at a select number of TLF stations. TFL stations were selected based on:

- local population health data
- station footfall
- space available for the stall

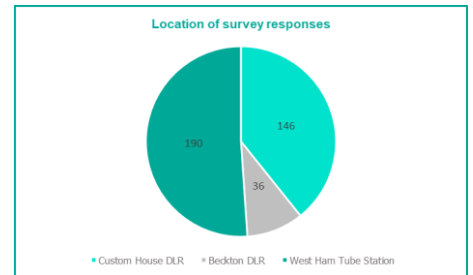
The stalls included:

- free fruit
- Leaflets about health and health services
- Trained outreach team who can answer questions and broker access to services



Sites were in operation 12 days between 19 April to 26 May.

The project was advertised through local social media and through the London Mayor's social media channels. The @LDNHealth tweet was seen by more than 20k people. The programme was also promoted by local businesses.

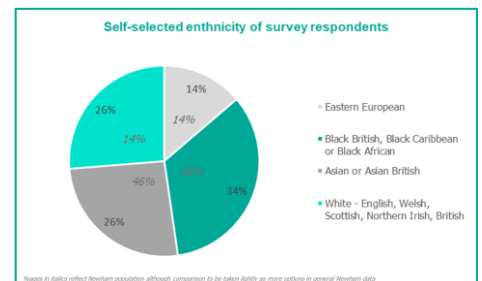


Outcomes To Date

- 870+ people were reached during the programme
- Free fruit was a major draw for people
- People valued a chance to speak to someone face to face and take information away with them

372 surveys were completed with the data below

- The majority of those who responded were between 26 and 44
- 53% of respondents identified as women, slightly higher than the Newham resident level of 47%
- Respondents' ethnicity suggested that Asians were unrepresented and White British were over represented when compared with the Newham population



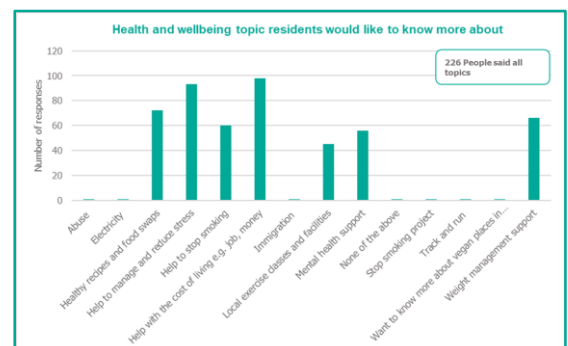
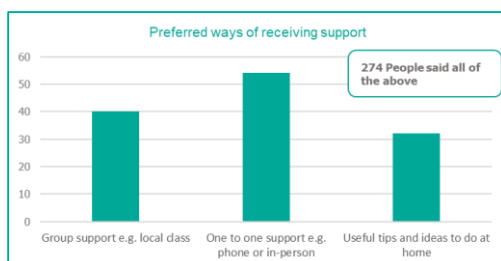
Health needs

- Cost of living was the single health issue residents wanted to hear more about followed by help to reduce and manage stress
- Nearly 50% of people reported that their levels of stress have gotten worse over the past 3 months
- 500+ referrals were made to services *data on which services not available*



Accessing support and services

- Residents had no specific preference for how to get support and advice when asked to choose between group support, one to one and useful tips



Still more to explore – eg is this a good way of reaching people of working age; what makes some sites work better than others